



UNIVERSITY OF EDUCATION, WINNEBA
INSTITUTE FOR TEACHER EDUCATION AND CONTINUING
PROFESSIONAL DEVELOPMENT (ITECPD)



END OF SECOND SEMESTER EXAMINATIONS, OCTOBER, 2024

LEVEL: 400

COURSE CODE: JBD 486

COURSE TITLE: DEVELOPING ENTERPRISE AND ENTREPRENEURIAL
SKILLS IN VISUAL ART

TIME ALLOWED: 2 HRS



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GENERAL INSTRUCTIONS:

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- This paper is made up of ONE SECTION.
- *The Section is made up of five essay type questions.*
- *Answer any THREE questions in your answer booklet.*
- *Each question carries equal marks. You are expected to start each question on a new page.*
- *You will need manuscript sheets for this paper.*
- *You are expected to hand over your answer booklet to the invigilator before you leave the examination hall.*

Instruction: Answer any three (3) questions in the answer booklet provided.

1. Your political party has asked you to serve on its manifesto drafting committee. Discuss **four (4)** policies you would encourage your government to pursue to facilitate the development of Visual Art enterprises and why?

(20 marks)

2. Every profitable venture requires good management. This would contribute to the success and sustainability of the venture. Analyse how management functions of ***planning, organizing, controlling*** and ***leading*** can contribute to the effective and efficient running of Visual Arts enterprise. **(20 marks)**
3. The Association of Visual Entrepreneurs in your village has asked you to give them a talk on how to sustain and upscale their businesses. Discuss **four (4)** points you would share with them. **(20 marks)**
4. You intend to start a Visual Art enterprise after College. Your parents are vehemently against it because they think that it is for the uneducated. Explain your reasons in **four (4)** points why your parents must support your vision. **(20 marks)**
5. You have been appointed the minister responsible for Indigenous Businesses. In your interaction with the Footwear Manufacturers Association of Kumasi, you discovered that nearly all of them were into one-man-business with its attendant challenges. Discuss with them **four (4)** reasons why they should consider your suggested alternative. Name your considered viable option, citing at least two nationally verifiable companies applying the new approach. **(20 marks)**



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