



END OF SECOND SEMESTER EXAMINATIONS, OCTOBER, 2024

LEVEL 400

COURSE CODE: JBF 484

COURSE TITLE: ENTERPRISE MANAGEMENT IN HOME ECONOMICS

TIME ALLOWED: 2 HRS



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**GENERAL INSTRUCTIONS:**

- 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.

Q1.

- A. Explain any **four (4)** ways through which businesses price commodities (8 marks)
- B. Distinguish between break- even analysis and break-even point. (4 marks)
- C. As a Home Economist, discuss any **four (4)** factors you would consider when setting up a Clothing and Textiles Enterprise. (8marks)

Q2.

- A. Explain the concepts of sales and distribution. (4 marks)
- B. Discuss **four (4)** ways through which money flows into a business. (8marks)
- C. Explain the following cost concepts:
  - (i) material cost
  - (ii)labour cost
  - (iii) indirect labour cost
  - (iv) iv. overhead cost. (8marks)

Q3.

- A. Explain **four (4)** essential qualities of a business opportunity. (8marks)
- B. Discuss **four (4)** factors to consider when planning an exhibition. (8 marks)
- C. Write down **four (4)** components of a simple business plan. (4 marks)

Q4

- A. Discuss any **two (2)** principles to follow during stock taking in a business enterprise. (4marks)
- B. Explain any **four (4)** types of indirect costs in a business enterprise. (8 marks)
- C. Discuss any **four (4)** documents used in keeping records in a business. (8 marks)

Q5

- A. Discuss the following terms used in costing
  - (i) fixed costs
  - (ii)variable cost
  - (iii) total cost
  - (iv) revenue
  - (v) sales volume cost. (8marks)
- B. Briefly explain the concept advertisement (2marks)
- C. Discuss **five (5)** importance of advertisement to a fashion enterprise. (10 marks)



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