



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



END-OF-SECOND SEMESTER EXAMINATIONS, NOVEMBER, 2023

LEVEL 400

COURSE CODE: JBD 486

COURSE TITLE: DEVELOPING ENTERPRISE AND ENTREPRENEURIAL SKILLS IN
VISUAL ART

TIME ALLOWED: 2 HRS

STUDENT'S INDEX NUMBER:

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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 into your answer booklet.
- Each question carries equal marks. You are expected to start each question on a new page.
- You are expected to handover your answer booklet to the invigilator before you leave the examination hall.

Answer only three (3) questions

1. Graduate unemployment is a great threat to national security. Several unemployed graduates do not usually have the courage to start their own enterprises due to their limited knowledge in entrepreneurship. As the best graduating Visual Arts student, use your valedictorian speech to educate your colleagues on **four (4)** factors they must consider in setting up a Visual Art Enterprise. **20marks**

2. a) Explain the term costing. **4marks**
b) Analyse **four (4)** factors that influence the costing of an art work and how artists can use the knowledge to enhance their businesses. **16marks**

3. 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 **directing** can contribute to the effective and efficient running of Visual Arts enterprise. **20marks**

4. In order to be a successful art entrepreneur, artists are expected to be knowledgeable in how to cost their artworks.

a) Explain the concepts of **fixed** and **variable costs**. **8marks**

b) Analyse **three (3)** factors that influence pricing decisions in a competitive market. **12marks**

5. a) Explain how the following types of enterprises function.

i. *Sole proprietorship* **2marks**

ii. *Partnership/Joint Venture* **2marks**

b) Analyse **two (2)** advantages and **two (2)** disadvantages of each of the types of enterprises stated in question 5(a) above. **16marks**

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