PAC UNIVERSITY

DIPLOMA: ENTREPRENEURSHIP I EXAM

ONLINE

DATE: TIME:

QUESTION 1 ***(COMPULSORY)*** ***(10 MARKS)***

(a) Outline **FOUR** characteristics of entrepreneurship. **(4 Marks)**

(b) Explain **THREE** benefits that an entrepreneur may derive by conducting a market analysis. **(6 Marks)**

QUESTION 2 ***(10 MARKS)***

(a) Describe the nature of entrepreneurship. **(4 Marks)**

(b) Discuss the following dimensions of marketing analysis:

(i) Market Profitability; **(3 Marks)**

(ii) Industry Cost Structure. **(3 Marks)**

QUESTION 3 ***(10 MARKS)***

(a) Differentiate between innovative and imitating entrepreneurs. **(4 Marks)**

(b) Describe the following theories of entrepreneurship:

(i) Theory of Social Behaviour; **(3 Marks)**

(ii) Theory of Leadership. **(3 Marks)**

QUESTION 4 ***(10 MARKS)***

(a) Outline **FOUR** functions of an entrepreneur. **(4 Marks)**

(b) Discuss **THREE** ways that an entrepreneur can ensure that a business succeeds. **(6 Marks)**

QUESTION 5 ***(10 MARKS)***

(a) An entrepreneur opted to borrow money for startup from a local bank. Outline **FOUR** advantages that he would derive from such a move. **(4 Marks)**

(b) Discuss **THREE** categories of managerial decisions in entrepreneurship. **(6 Marks)**

QUESTION 6 ***(10 MARKS)***

(a) Outline **TWO** success factors which help a business to achieve great success in a market. **(4 Marks)**

(b) Explain **THREE** challenges that are faced by young entrepreneurs in their business ventures. **(6 Marks)**

End of Exam