



PAN AFRICA CHRISTIAN UNIVERSITY

**END OF SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELORS OF COMMERCE**

CAMPUS: DAY ROYSAMBU- THURSDAY

DEPARTMENT: BUSINESS

COURSE CODE: BUE 3113/BCM 201

COURSE TITLE: INTRODUCTION TO ENTREPRENEURSHIP

EXAM DATE: DEC 2017

TIME: 2.00 PM – 5.00PM

INSTRUCTIONS

- This examination script consists of **six (6)** questions.
- Answer question **ONE** and ANY other **four** Questions.
- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.

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QUESTION ONE

- a) For Kenya to achieve economic development, we must embrace entrepreneurship. In view of this, discuss **FIVE** economic benefits that we would gain as a developing economy. (10 marks)
- b) Discuss **FIVE** reasons that motivate individuals to self-employment. (10 marks)
- c) Discuss **FIVE** differences between a partnership and a sole proprietorship. (10 Marks)
- d) Explain **FIVE** sources of business finance for an entrepreneur (10 Marks)

QUESTION TWO

- a) Explain term Business Plan. (3 marks)
- b) As a prospective entrepreneur, it is appropriate to have a good business plan. Discuss **SIX** benefits of a good Business Plan. (12 marks)

QUESTION THREE

- a) Outline **FIVE** challenges of entrepreneurship (5 Marks)
- a) Discuss **FIVE** sources of good business ideas. (10 Marks)

QUESTION FOUR

- a) State **FIVE** characteristics of Small and Medium Enterprises (SMEs) (5 marks)
- b) Explain **FIVE** qualities of a successful entrepreneur. (10 Marks)

QUESTION FIVE

- a) Outline **FIVE** characteristics of a good business opportunity. (5 Marks)
- b) Discuss **FIVE** advantages of a partnership business (10 Marks)

QUESTION SIX

- a) Discuss **THREE** functions of Kenya Intellectual Property Rights. (6 Marks)
- b) Define the following terms;
 - i. Patents (3 Mark)
 - ii. Trademarks (3 Marks)
 - iii. Copyright. (3 Marks)

END OF EXAM