



DENT0212: Entrepreneurial Behaviour
ONLINE CLASS

Instructions

- i) This exam paper contains **SIX** questions containing **10** marks each.
- ii) Answer Question 1 (**COMPULSORY**) and any other **THREE** questions
- iii) Read each question carefully before attempting.

QUESTION ONE

- a) When identifying a business opportunity as an entrepreneur, there are environmental forces you must observe. Explain **FOUR** of these forces **(4mks)**
- b) Discuss **THREE** challenges you are likely to face as a new entrepreneur **(6mks)**

QUESTION TWO

- a) Explain **FOUR** causes of New product failure **(4mks)**
- b) Discuss **THREE** key skills required for a potential entrepreneur **(6mks)**

QUESTION THREE

- a) Explain **TWO** methods of generating and testing new ideas for entrepreneurs **(4mks)**
- b) Discuss **THREE** uses of a business plan **(6mks)**

QUESTION FOUR

- a) Discuss **TWO** weaknesses you may have in your business which may negatively affect its performance **(4mks)**
- b) Explain three importance of entrepreneurial behavior **(6mks)**

QUESTION FIVE

- a) Highlight **TWO** components of a marketing plan
(2mks)
- b) Discuss **TWO** basic management skills you must have to be able to successfully manage your business as an Entrepreneur
(4mks)
- c) Explain **TWO** reasons why you would grow your business as an Entrepreneur **(4mks)**

QUESTION SIX

- a) Outline **FOUR** qualities of a business plan **(4mks)**
- b) Explain **THREE** reasons why a potential entrepreneur must do an environmental scanning before he starts a business **(6mks).**