PANAFRICA CHRISTIAN UNIVERSITY

BCM 201/BUE3113/DENT0111
INTRODUCTION TO ENTREPRENEURSHIP

SUP-Roy. Day_ Online Version

ATTEMPT FOUR QUESTIONS ONLY

TIME ALLOWED – 2 HOURS

QUESTION ONE

a) Distinguish between Entrepreneur and Entrepreneurship (2 marks)

b) Discuss any four ways of generating business ideas for a business startup (8 marks)

QUESTION TWO

Explain ten most important sections that a conventional business plan should cover. (10 marks)

QUESTION THREE

a) By use of examples, describe bootstrapping as a method of raising funds for new Business ventures (4marks)

b) Discuss any three Day-to-Day Challenges of Growing a Firm (6 marks)

QUESTION FOUR

a) Explain three essential qualities of a business opportunity. (6 marks)

b) With relevant examples briefly explain two forms of feasibility analysis which can be carried out to determine whether a business idea is viable. (4 marks)

QUESTION FIVE

a) Identify five avenues through which entrepreneurs can start self-employment ventures (5 marks)

b) Explain the importance of entrepreneurship. (5marks)

QUESTION SIX

Citing relevant examples, discuss the following sources of finances for entrepreneurial startups.

a) Debt financing (4marks)

b) Personal sources of funds (6marks)