



PAN AFRICA CHRISTIAN UNIVERSITY

BACHELORS OF COMMERCE

END OF TERM EXAMINATION

DEPARTMENT: BUSINESS

COURSE CODE: CEN301:

COURSE TITLE: ENTREPRENEURSHIP 11

EXAM DATE: WEDNESDAY

TIME: 5.30PM – 8.30PM

INSTRUCTIONS

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

QUESTION ONE

- a) Using relevant examples, describe any three qualities of a competent entrepreneur (6marks)
- b) Discuss any two traits and attitudes of an entrepreneur and how they benefit him/her in entrepreneurship (4marks)

QUESTION TWO

- a) Explain any five principles of negotiation and provide relevant examples (10marks)

QUESTION THREE

Citing relevant examples from Kenya, discuss how entrepreneurship benefits:

- a) The economy (5marks)
- b) The society (5marks)

QUESTION FOUR

Using relevant examples, describe any five decisions that an entrepreneur should make in the course of operating business. (10marks)

QUESTION FIVE

Using relevant examples, discuss any five benefits of self/informal-employment over formal employment (10marks)

QUESTION SIX

Using relevant examples, explain any five small business strategies applied in business (10marks)

