PAN AFRICA CHRISTIAN UNIVERSITY

END OF TRIMESTER EXAMINATION

DEPARTMENT: BUSINESS

COURSE CODE: BUE3113/BCM 201/BIT303/DBM0124

COURSE TITLE: INTRODUCTION TO ENTREPRENEURSHIP

EXAM DATE: THURSDAY 11TH DECEMBER 2025

TIME: 2:000PM-4:00PM

DURATION: 3HRS

INSTRUCTIONS

- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.
- Answer FOUR questions **ONLY, Question one is compulsory**

SECTION ONE

QUESTION ONE(COMPULSORY)

Case Study: *FRESHHARVEST FOODS LTD*

FreshHarvest Foods is a fast-growing agro-processing start-up founded by Diana, a recent university graduate passionate about healthy eating. She began by producing organic fruit juices from locally sourced fruits. The business has been praised for its creativity, eco-friendly packaging, and strong customer engagement on social media.

As demand increased, Diana expanded into producing dried fruit snacks and vegetable powders used by home bakers. However, she is facing challenges:

- Her supply of raw fruits is inconsistent due to seasonal variations.
- Larger competitors have started imitating her products.
- She needs additional capital to purchase modern processing equipment.
- Some of her employees lack entrepreneurial mindsets and rely heavily on direction.

Despite these challenges, FreshHarvest Foods continues to gain popularity among health-conscious consumers, and Diana is considering forming partnerships with supermarkets to increase distribution.

Required:

a) Evaluate **three sources of business ideas** that could have inspired the creation of FreshHarvest Foods. *(6 marks)*

b) Explain **four entrepreneurial characteristics** demonstrated by Diana in the case. *(8 marks)*

c) Discuss **four major challenges** faced by start-ups, showing how each is reflected in the case. *(8 marks)*

d) Propose **Four feasibility analysis** Diana can use to sustain the competitive advantage of her business. *(8 marks)*

<u>SECTION TWO</u>

QUESTION TWO

a) Describe **five** roles that entrepreneurship plays in economic development. *(5 marks)*

b) Explain **five** common myths or misconceptions about entrepreneurs. *(5 marks)*

QUESTION THREE

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

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

QUESTION FOUR

a) Describe five sources of business ideas available to aspiring entrepreneurs. *(5 marks)*

b) Explain five factors an entrepreneur should consider when selecting a viable business opportunity**.** *(5 marks)*

QUESTION FIVE

Explain the managerial issues that hinder entrepreneurial growth and development under the following headings;

a) Managerial capacity problems (5marks)

b) Ethical and behavioral issues (5marks)