PAN AFRICA CHRISTIAN UNIVERSITY

DIPLOMA

END OF TERM EXAMINATION

DEPARTMENT: COMPUTING AND IT

COURSE CODE: DICT0208

COURSE TITLE: ENTREPRENEURSHIP SKILLS

EXAM DATE: MONDAY 10TH DEC 2018

TIME: 1400HRS – 1700HRS

DAY- ROYSAMBU

INSTRUCTIONS

- This exam script has **TWO (2)** sections.
- Read all questions carefully before attempting.
- Answer all questions in Section **A** and any other four questions in Section **B.**
- Write your **student number** on the answer booklet provided.

SECTION A: COMPULSORY QUESTION {40 MARKS}

QUESTION 1

Describe the following terms as used in Entrepreneurship

- **i.** Brainstorming **(2 Marks)**
- ii. Locus of Control **(2 Marks)**
- **iii.** Trademark **(2 Marks)**
- **iv.** Perpetual Succession **(2 Marks)**
- **v.** Assets **(2 Marks)**

(a) List FIVE motivational factors for becoming an entrepreneur **(5 Marks)**

(b) State FIVE potential drawbacks that anyone planning to enter the world of entrepreneurship should consider. **(5 Marks)**

(c) Explain THREE internal sources of employee recruitment. **(6 Marks)**

(d) With relevant examples, explain how changes in technology have generated entrepreneurial opportunities. **(6 Marks)**

If you wanted to start a business, describe THREE factors you would consider when choosing the location. **(6 Marks)**

(e) State TWO risks associated with entrepreneurship. **(2 Marks)**

SECTION B: ANSWER ANY FOUR QUESTIONS {15 MARKS EACH}.

QUESTION 2

(a) Identify **FIVE** characteristics of entrepreneurs **(5 Marks)**

(b) Describe the steps involved in the creativity process in entrepreneurship. **(10 Marks)**

QUESTION 3

Outline FIVE financial documents included in a business plan. **(5 Marks)**

(a) Explain the relationship between entrepreneurship and economy development. **(10 Marks)**

QUESTION 4

(a) Highlight FIVE main reasons why an aspiring entrepreneur should prepare a workable business plan. **(5 Marks)**

(b) Discuss in detail at least FIVE components of a business plan. **(10 Marks)**

QUESTION 5

(a) Describe the THREE barriers of creativity. **(3 Marks)**

(b) Explain TWO advantages of each of the following forms of ownership

- i. Sole- proprietorship **(4 Marks)**
- ii. Partnership **(4 Marks)**
- iii. Joint-stock company **(4 Marks)**

QUESTION 6

(a) Describe the Marketing Mix and its elements. **(5 Marks)**

(b) If you decide to start your own business, explain FIVE sources of capital that you would consider. **(10 Marks)**