



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF LEADERSHIP, BUSINESS AND TECHNOLOGY

MAY-AUGUST 2021 SEMESTER EXAM

CAMPUS: ONLINE

DEPARTMENT: BUSINESS

COURSE CODE: CEN304

COURSE TITLE: ENTREPRENEURSHIP II

DATE: FRIDAY 11TH AUGUST

DURATION: 3 HOURS

TIME: 2:30PM-5.30PM

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- Write clearly.
- ALL PAC University's examination rules and regulations apply
- This exam has **SIX** questions. Answer Question **ONE (COMPULSORY)** and any other **THREE** questions.
- All questions carry equal marks.

- Q1** (a) Analyze two environmental influences that shape an individual's entrepreneurial destiny (4 marks)
- (b) You have been invited to give a talk on the significance of entrepreneurship to participants of the Kenya Youth Employment and Opportunities Project. Discuss three points to include in your talk (6 marks)
- Q2** (a) A farmer wanted to register an agribusiness enterprise but was in a dilemma of how to proceed. Clarify for him two implications of starting a sole proprietorship as opposed to a limited company (4 marks)
- (b) Explain three differences between small versus large enterprises (6 marks)
- Q3** (a) A fast-growing start-up is seeking information on the risks of expansion. Advise the owner on two common pitfalls to watch for (4 marks)
- (b) Discuss three barriers to the growth of small business enterprises (6 marks)
- Q4** (a) Describe four personal attributes that entrepreneurs share with leaders (4 marks)
- (b) Explain three team attributes of entrepreneurial success (6 marks)
- Q5** (a) Outline four questions to ask when undertaking market analysis for a new business start-up (2 marks)
- (b) Discuss four types of feasibility assessments to undertake before deciding whether or not to start a business (6 marks)
- Q6** (a) Explain the term "Elevator Pitch" as used in entrepreneurship (2 marks)
- (b) Your university has asked you to lead the development of a business plan to start a Technical and Vocational Education and Training center. Describe four elements that you will include in your report (8 marks)

