



PAN AFRICA CHRISTIAN UNIVERSITY

**END OF SEMESTER EXAMINATION FOR DIPLOMA IN
ENTREPRENEURSHIP MANAGEMENT**

MAY-AUGUST 2017

CAMPUS: ROYSAMBU

DEPARTMENT: LEADERSHIP AND GOVERNANCE

COURSE CODE: DENT0113

COURSE TITLE: UNDERSTANDING ENTREPRENEURSHIP

EXAM DATE: WEDNESDAY 26TH JULY 2017

TIME: 9.00AM-12:00PM

INSTRUCTIONS

- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.
- Answer Questions ONE and any other FOUR Questions

QUESTION ONE

- a) Discuss FIVE roles of entrepreneurship in economic development in Kenya
(10 marks).
- b) Briefly explain THREE categories of start ups in entrepreneurship (6 marks).
- c) Discuss SEVEN leadership characteristics of a corporate entrepreneur (14 marks).
- d) Briefly explain SIX reasons as to why business plans for new entrants fail (6 marks).
- e) Briefly explain FOUR types of bank loans based on the assets or the cash flow of the venture (4 marks).

QUESTION TWO

Discuss the outline of a good business plan (15 marks).

QUESTION THREE

Discuss the FIVE major steps in product planning and development process (15 marks).

QUESTION FOUR

- a) For one to be a successful entrepreneur, he/she requires an essential background and characteristics which are very vital for his/her success. Discuss the background and characteristics in relevance to entrepreneurship (10 marks).
- b) Briefly explain FIVE creative problem solving techniques in a business (5 marks).

QUESTION FIVE

- a) Discuss the FOUR steps involved in conducting a market research for a new venture (8 marks).
- b) Briefly explain SEVEN characteristics of a marketing plan (7 marks).

QUESTION SIX

- a) In designing an organization, the expectations to the members of the organization by the entrepreneur can be grouped into FIVE areas. Briefly explain those areas
(10 marks).
- b) Briefly explain FIVE sources of capital in business (5 marks).