**PAN AFRICA CHRISTIAN UNIVERSITY**

**BACHELOR OF COMMERCE**

**END OF SEMESTER EXAMINATION – ONLINE**

**DEPARTMENT: BUSINESS**

**COURSE CODE: CEN 304**

**COURSE TITLE: ENTREPRENEURSHIP II**

**Time: 3 HOURS**

**Instructions**

•***Read all questions carefully before attempting.***

•***Answer FOUR questions out of the SIX Provided***

•***Question ONE is Compulsory***

**QUESTION ONE (Compulsory)**

a) Using a practical example, explain how a person can become a social entrepreneur (2 marks)

b) Giving relevant examples, discuss any two disruptive technologies in Kenya. (2 marks)

c) Discuss any two factors which are driving the growth of entrepreneurship in Kenya, citing relevant examples. (2 marks)

d) Think about yourself within the context of the "nature or nurture," "born or made" argument of what it takes to be an entrepreneur. Briefly explain how these perspectives combine in your own potential as an entrepreneur. (4 marks)

**QUESTION TWO**

a) Discuss the manner in which ethics-based concepts such as truthfulness and fairness can be integrated into the fabric of an organization. (4 marks)

b) Outline six ways in which intellectual property, such as trademarks, can add value to a small business. (6 marks)

**QUESTION THREE**

a) Discuss how an entrepreneur can maximize the benefits of a diverse workforce to develop a competitive advantage (5 marks)

b) There is a distinct difference between legal compliance and ethical responsibility, and the law does not fully address all ethical dilemmas that businesses face. Explain how Corporate Social Responsibility helps to bridge this gap (5 marks)

**QUESTION FOUR**

a) Citing relevant examples, highlight any five reasons why more than half of new small businesses no longer exist after the first five years. (5 marks)

b) Explain how you can use the SWOT analysis when starting a new business venture, giving relevant examples. (5 marks)

**QUESTION FIVE**

a) Giving examples, discuss how market research can benefit entrepreneurs. (5 marks)

b) Explain using relevant examples how customer service impacts sales of a new business (5 marks)

**QUESTION SIX**

a) Briefly discuss the funding requirements in each stage of a company's lifecycle (4 marks)

b) Citing relevant examples, explain the two main strategies that you would use to solve the problem of having limited access to capital in starting your own business. (6 marks)