



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF LEADERSHIP, BUSINESS AND TECHNOLOGY

END OF SEMESTER EXAMINATION FOR DIPLOMA IN

ENTREPRENEURSHIP MANAGEMENT

MAY – AUGUST 2018

CAMPUS: ROYSAMBU

DEPARTMENT: BUSINESS

COURSE CODE: DENT0111

COURSE TITLE: INTRODUCTION TO BUSINESS

EXAM DATE: FRIDAY 10TH AUGUST 2018

TIME: 2:00PM-5:00PM

INSTRUCTIONS

- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.
- This examination script consists of **Six (6)** questions.
- Answer question **ONE** and ANY other **four** Questions.
- *ALL PAC University's examination rules and regulations apply*

QUESTION ONE: COMPULSORY

- (a) (i) Define the meaning of a business enterprise. (3 marks)
- (ii) Explain the THREE major functions/decisions of financial management. (6 marks)
- (b) Explain THREE major uses of Company finances. (6 marks)
- (c) Describe the NINE elements of the communication process. (9 marks)
- (d) Discuss the product life cycle in marketing. (8 marks)
- (e) Discuss FOUR benefits to be derived from business activities. (8 marks)

QUESTION TWO

- (a) Explain with one examples the following terms as used in business;
 - (i) Marketing mix. (2 marks)
 - (ii) Business micro environment. (3 marks)
- (b) Discuss FIVE objectives of a business enterprise. (10 marks)

QUESTION THREE

- (a) Explain TWO major goals of financial management. (5 marks)
- (b) Discuss FIVE sources of short term finance. (5 marks)
- (c) Describe FIVE sources of long term finance. (5 marks)

QUESTION FOUR

- (a) Define the nature of marketing. (2 marks)
- (b) Discuss the FOUR elements of marketing mix. (8 marks)
- (c) Explain any FIVE activities in product planning. (5 marks)

QUESTION FIVE

- (d) Define communication. (3marks)
- (e) Discuss SIX qualities of a good communicator. (12 marks)

QUESTION SIX

- (a) Explain the contents of the Company Memorandum of Association. (5 marks)
- (b) Distinguish between Companies and Partnerships. (10 marks)