



PAN AFRICA CHRISTIAN UNIVERSITY

BACHELORS OF COMMERCE

END OF TERM EXAMINATION

DEPARTMENT: BUSINESS

COURSE CODE: DENT0132

COURSE TITLE: START -UPS

ROYSAMBU CAMPUS

INSTRUCTIONS

- This examination script consists of **six (6)** questions.
- Answer question ONE and ANY other three Questions.
- Show all your workings
- Read all questions carefully before attempting.

Write your **student number** on the answer booklet provide

QUESTION ONE

- a) Citing relevant examples, from manufacturing sector, explain how creativity can be stimulated (4marks)

b) Discuss three reasons for small business failure in the first three years of trading, citing relevant examples from hospitality industry (6marks)

QUESTION TWO

- a) Explain two personal qualities required when starting a cyber cafe business (4marks)
- b) Citing relevant examples, explain three resources that are needed when starting an agribusiness (6marks)

QUESTION THREE

- a) Discuss barriers to creativity in service industry (4marks)
- b) Explain any three ways of identifying a business opportunity in a manufacturing industry (6marks)

QUESTION FOUR

Citing relevant examples from telecommunication sector, describe the creative process (10marks)

QUESTION FIVE

- a) Explain any two differences between customers in service industry and customers in manufacturing industry (4marks)
- b) Discuss any three sources of business ideas in transportation industry (6marks)

QUESTION SIX

Citing relevant examples from a learning institution, explain any five ways in which the right personal skills are important in running a small business (10marks)