



PAN AFRICA CHRISTIAN UNIVERSITY
SCHOOL OF LEADERSHIP, BUSINESS & TECHNOLOGY
END OF SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF COMMERCE
BACHELOR OF BUSINESS LEADERSHIP
SEPTEMBER – DECEMBER 2017

CAMPUS: VALLEY ROAD

DEPARTMENT: BUSINESS

COURSE CODE: BCM201 | BUE3113

COURSE TITLE: INTRODUCTION TO ENTREPRENEURSHIP

EXAM DATE: THURSDAY 7th DECEMBER 2017

TIME: 5.30PM-8.30PM

INSTRUCTIONS

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

QUESTION ONE: COMPULSORY

(a) Describe the following terms as used in Entrepreneurship.

- i. Entrepreneurship (2 marks)
- ii. Opportunity (2 marks)
- iii. Serendipitous discovery (2 marks)
- iv. sixth sense (2 marks)
- v. Strong Tie and Weak Tie relationships (2 marks)

(b) Explain

- i. The term Creativity as used in entrepreneurship. (2 marks)
- ii. The five stages in the creativity process (10 marks)

(c) (i) Define the term Feasibility analysis (2 marks)

(i) Discuss the four stages in feasibility analysis (8 marks)

(d) Describe the following

- i. Business plan (2 marks)
- ii. The three guidelines for writing a business plan (6 marks)

QUESTION TWO.

(a) Describe the importance of entrepreneurship. (5 marks)

(b) Explain any five characteristics of successful entrepreneurs. (10marks)

QUESTION THREE.

(a) Explain the major motivators to entrepreneurship (5 marks)

(b) Discuss any four techniques that an entrepreneur can use to generate ideas for a new startup. (10marks)

QUESTION four.

(a) Identify the various sections covered by a business plan. (11marks)

(b) Explain the audience of a business plan. (4 marks)

QUESTION FIVE.

(a) Explain the major sources of finances for entrepreneurial startups. (5 marks)

(b) Evaluate any five challenges faced by small and medium enterprises in Kenya. (10marks)

QUESTION SIX.

It is important for a business owner to know the stages of growth, along with the unique opportunities and challenges that each stage entails. With the aid of a diagram analyze these stages. (15 marks)