



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF LEADERSHIP, BUSINESS AND TECHNOLOGY

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

DECEMBER 2018 EXAMINATIONS

CAMPUS: ROYSAMBU

DEPARTMENT: BUSINESS STUDIES

COURSE CODE: DENT0125

COURSE TITLE: Developing Entrepreneurial Opportunities

EXAM DATE: FRIDAY 7TH DECEMBER 2018

DURATION: 3 HOURS

TIME: 9:00AM-12.00PM

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- Write your **STUDENT NUMBER** in the Answer Booklet given
- This examination script consists of **Six (6)** questions.
- Answer question **ONE** and ANY other **FOUR** Questions.
- *Write clearly and legibly.*
- *ALL PAC University's examination rules and regulations apply*

QUESTION ONE. COMPULSORY

- a) Define the terms:
 - i. Competitive advantage (1 Mark)
 - ii. Action Planning (1 Mark)
 - iii. Self-motivation (1 Mark)
 - iv. Customer segmentation (1 Mark)
- b) Describe FIVE ways an entrepreneur can learn about his/her competitors. (5Marks)
- c) In entrepreneurship, lack of focus is one of the greatest enemies of productivity. Outline FIVE ways to improve focus. (5Marks)
- d) A sustainable competitive advantage is the key to business success. Explain THREE strategies businesses use to sustain competitive advantage. (6Marks)
- e) Record keeping is key for all successful businesses. State and explain FIVE important records that businesses need to keep. (10Marks)
- f) State and explain the importance of action planning in a business. (10Marks)

QUESTION TWO

The success of a business often depends on how healthy its cash flow is and how well it's managed.

- a) Describe FIVE objectives of cashflow management in a business. (5Marks)
- b) State and explain FIVE cashflow management strategies used by businesses. (10Marks)

QUESTION THREE

- a) Describe FIVE ways to grow your business successfully. (5Marks)
- b) Successful businesses are determined by certain metrics or measurements. State and explain FIVE different ways entrepreneurs measure business success. (10Marks)

QUESTION FOUR

- a) Highlight FIVE barriers of entrepreneurship. (5Marks)
- b) Persistence is probably one of the most admirable characters that entrepreneur can possess. Explain FIVE ways to develop and sustain persistence. (10Marks)

QUESTION FIVE

- a) Outline FIVE factors that tend to provide the needed motivation in getting into entrepreneurship. (5Marks)
- b) State and explain FIVE resources needed to start a business. (10Marks)

QUESTION SIX

- a) Describe FIVE of the most common ways in which businesses segment their customer base. (5 Marks)
- b) Explain FIVE potential benefits of customer segmentation to a business. (10Marks)

