



PAN AFRICA CHRISTIAN UNIVERSITY

BUSINESS DEPARTMENT

COURSE CODE: MBA 508

COURSE TITLE: ENTREPRENEURSHIP

Instructions

Answer question one from section A and any other three questions from section B

Section A

Compulsory Question

Question one

After completing studies in entrepreneurship as well as technology, Atul thought it wise to venture into self-employment. However, Atul lacked experience and was not sure about the match between his desire and reality in the business world.

- a) Discuss **four** priority entry requirements into self-employment that you could advise Atul to take into consideration. **(8 marks)**
- b) Evaluate **six** challenges which most small businesses face when they introduce a startup in your country. **(12 marks)**

Section B

Answer any 3 questions

Question two

2. Creative process is the gateway to gaining competitive advantage.

- a) Explain **two** key components of creative process you possess as an academician **(2 marks)**
- b) Evaluate techniques for improving the creative process of an organization of your choice. **(8 marks)**

Question three

- a) Giving an example in each case, differentiate **three** forms of intellectual property **(3 marks)**
- b) Analyze **seven** exclusive rights which you could hold as a copy right owner **(7 marks)**

Question four

Suppose, you have been appointed as a Chief Executive Officer of a small scale company in Kenya which has previously been adversely affected through looting during the protests in 2025 and may recur in 2026. One of your key roles is to fuel growth of the company either through equity or debt financing. Evaluate pros and cons of choosing either:

- a) Equity sources of financing (5 marks)
- b) Debt sources of financing (5 marks)

Question five

ABC is a company domiciled in the United Kingdom. The ABC Company has been in operation for the last 15 years and has expanded within the country. The company is quite profitable and is considering entry into international markets in Africa through franchise.

- a) Discuss any **two** advantages of ABC Company undertaking the franchise in Africa. (2 marks)
- b) Evaluate any **four** challenges that ABC Company is likely to encounter when undertaking the franchise in Africa. (8 marks)