

PANAFRICA CHRISTIAN UNIVERSITY

INTRODUCTION TO ENTREPRENEURSHIP

Cert. Exam_ Online Version

ATTEMPT FOUR QUESTIONS ONLY

TIME ALLOWED – 3 HOURS

QUESTION ONE

- a) Identify two ways in which small businesses are important to the economy (2marks)
- b) Explain four internal motivators that influence one to start a business (8 marks)

QUESTION TWO

- a) Highlight any two myths about entrepreneurs. (2marks)
- b) discuss four ways of generating business ideas (8 marks)

QUESTION THREE

Identify and explain briefly ten most important sections that a business plan should cover.

(10

marks)

QUESTION FOUR

- a) Outline any two Challenges of Growing a Firm (2 marks)
- b) Explain any four bootstrapping methods of raising funds for new enterprises (8marks)

QUESTION FIVE

- a) Identify any two essential qualities of a business opportunity. (2 marks)
- b) Outline different forms of feasibility analysis which can be carried out to determine whether a business idea is viable. (8 marks)

QUESTION SIX

- a) Identify five avenues through which entrepreneurs can start self-employment ventures (5 marks)
- b) Explain the importance of entrepreneurship. (5marks)