



PAN AFRICA CHRISTIAN UNIVERSITY
BACHELORS OF BUSINESS LEADERSHIP
END TERM EXAMINATION-ONLINE

DEPARTMENT: BUSINESS

COURSE CODE: DENT 0212 ENTREPRENUERIAL BEHAVIOUR

ANSWER FOUR QUESTIONS ONLY {10 MARKS EACH}

SECTION A

QUESTION ONE {COMPULSORY} {10 MARKS}

- a) When identifying a business opportunity as an entrepreneur, there are environmental forces you must observe. Explain **FOUR** of these forces (4mks)
- b) Discuss **THREE** challenges you are likely to face as a new entrepreneur (6mks)

SECTION B: ANSWER THREE QUESTIONS ONLY {10 MARKS EACH}

QUESTION TWO 10 MARKS

- a) Explain **FOUR** causes of New product failure (4mks)
- b) Discuss **THREE** key skills required for a potential entrepreneur (6mks)

QUESTION THREE**10 MARKS**

- a) Explain **TWO** methods of generating and testing new ideas for entrepreneurs (4mks)
- b) Discuss **THREE** uses of a business plan (6mks)

QUESTION FOUR**10 MARKS**

- a) Discuss **TWO** weaknesses you may have in your business which may negatively affect its performance (4mks)
- b) Explain three importance of entrepreneurial behavior (6mks)

QUESTION FIVE**10 MARKS**

- a) Highlight **TWO** components of a marketing plan (2mks)
- b) Discuss **TWO** basic management skills you must have to be able to successfully manage your business as an Entrepreneur (4mks)
- c) Explain **TWO** reasons why you would grow your business as an Entrepreneur (4mks)

QUESTION SIX**10 MARKS**

- a) Outline **FOUR** qualities of a business plan (4mks)
- b) Explain **THREE** reasons why a potential entrepreneur must do an environmental scanning before he starts a business (6mks).