



PAN AFRICA CHRISTIAN UNIVERSITY
SCHOOL OF LEADERSHIP, BUSINESS AND TECHNOLOGY
END OF SEMESTER EXAMINATION FOR THE DEGREE OF
MASTER OF BUSINESS ADMINISTRATION
DECEMBER 2018 EXAMINATIONS

CAMPUS: ROYSAMBU

DEPARTMENT: BUSINESS STUDIES

COURSE CODE: ENT604

COURSE TITLE: STRATEGIC ENTREPRENEURSHIP

EXAM DATE: MONDAY 3RD DECEMBER 2018

DURATION: 3 HOURS

TIME: 9:00AM-12:00PM

MODE: ONLINE

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- **ANSWER ANY FOUR QUESTIONS**
- *Write clearly and legibly.*
- *ALL PAC University's examination rules and regulations apply*

PAC UNIVERSITY

COURSE CODE: *ENT604*

COURSE TITLE: *Strategic Entrepreneurship*

EXAM- ONLINE.

ANSWER ANY FOUR QUESTIONS

QUESTION ONE:

The strategy for dealing with risk and uncertainty includes some key components: Discuss these components citing relevant examples where applicable(10Mks)

QUESTION TWO

Knowledge management is created through the conversion of data into meaningful information that allows the world to be understood in new ways resulting in new ideas, research, innovation, inventions. To accomplish anything, this knowledge has to be highly specialized. Discuss (10Mks)

QUESTION THREE

Discuss merits and demerits of entrepreneurship (10Mks)

QUESTION FOUR

The people in your day-to-day circle have more influence than you might think. Friends, family, and colleagues have the power to change your mood, decisions, and habits. Discuss how people in your circle can influence your decision of becoming a successful entrepreneur (10 Mks)

QUESTION FIVE

Market turbulence creates many challenges for small businesses, it also creates opportunities for those companies that have in place strategies to capitalize on them. Discuss (10Mks)

QUESTION SIX

Entrepreneurs' willingness to adapt, to create change, to experiment with new business models, and to break traditional rules has become more important than ever. Discuss this statement citing relevant examples (10Mks)