PANAFRICA CHRISTIAN UNIVERSITY

BCM 201/ BIT 303/BUE3113/DBM0124/DENT0111
INTRODUCTION TO ENTREPRENEURSHIP

ATTEMPT FOUR QUESTIONS ONLY

TIME ALLOWED – 3 HOURS

QUESTION ONE

a) A group of entrepreneurs in a workshop raised a concern that they are facing lack of new business ideas in their organizations. As the facilitator, discuss **two** ways of generating business ideas (2 marks)

b) With relevant examples explain **four** importance of intellectual property to entrepreneurs (8 marks)

QUESTION TWO

a) By use of examples, describe bootstrapping as a method of raising funds for new enterprises (4marks)

b) Discuss any **three** Day-to-Day Challenges of Growing a Firm (6 marks)

QUESTION THREE

a) With relevant examples explain **two** forms of feasibility analysis which can be carried out to determine whether a business idea is viable. (4 marks)

b) Explain **three** essential qualities of a business opportunity. (6 marks)

QUESTION FOUR

a) Identify **five** avenues through which entrepreneurs can start self-employment ventures (5 marks)

b) Describe the importance of entrepreneurship. (5marks)

QUESTION FIVE

Citing relevant examples, discuss the following sources of finances for entrepreneurial startups.

a) Debt financing (4marks)

b) Equity financing (6marks)

QUESTION SIX

A business plan is a written narrative that describes what a new business plans to accomplish and how it plans to accomplish it. Using examples describe ten most important sections that a business plan should cover.

(10 marks)