**PAN AFRICA CHRISTIAN UNIVERSITY**

**SCHOOL OF LEADERSHIP, BUSINESS & TECHNOLOGY**

**END OF SEMESTER EXAMINATION FOR THE DEGREE OF MASTERS IN BUSINESS ADMINISTRATION**

**MAY-AUGUST 2019**

**CAMPUS: ROYSAMBU**

**DEPARTMENT: BUSINESS STUDIES**

**COURSE CODE: MBA508**

**COURSE TITLE: ENTREPRENEURSHIP**

**EXAM DATE: THURSDAY 8th AUGUST 2019**

**DURATION: 3 HOURS**

**TIME: 5:30PM-8:30PM**

**INSTRUCTIONS**

- Read the instructions and questions carefully before you write the answers.
- Write your **STUDENT NUMBER** in the Answer Booklet given
- *Write clearly and legibly.*
- This exam script consists of **Five (5)** questions.
- Answer **question ONE and any other THREE questions**
- *ALL PAC University's examination rules and regulations apply*

## QUESTION ONE: (Compulsory)

An entrepreneur is one of the important segments of economic growth. Basically he is a person responsible for setting up a business or an enterprise. In fact he is one who has the initiative, skill for innovation and who looks for high achievements. He is a catalytic agent of change and works for the good of people. He puts up new green field projects that create wealth, open up many employment opportunities and leads to the growth of other sectors. With the advent and swift developments in field of technology and the forces of globalization, world has become a global village, characterized by an explosive growth in international business and competition. Being a part of the global economy is posing innumerable and substantial challenges for organizations and industries throughout the world. On the one hand, to survive, keep pace with speed of advancements and lead in the challenging world is hard, at the same time, this opens up various new and unexplored doors of opportunities.

**a)** Discuss any five attributes of an entrepreneur **(5marks)**

**b)** Discuss any five factors that influence success among upcoming entrepreneurs **(10 marks)**

c) Discuss any five sources of finance for an entrepreneur **(5marks)**

**d)** Explain five advantages of engaging in entrepreneurial activities and five ways of avoiding entrepreneurial pitfalls **(10 marks)**

**e)** An entrepreneur who wishes to venture into the global business encounters many challenges. Discuss these challenges and their possible solutions **(10 marks)**

**QUESTION TWO**

a) Discuss five strategies that an entrepreneur can employ to successfully penetrate a highly competitive market **(5 marks)**

b) Explain five elements of a business plan **(10 marks)**

**QUESTION THREE**

a) Intellectual property (IP) refers to creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names and images used in business. Explain five types of IP **(5 marks)**

b) Discuss five ways in which an entrepreneur can protect his/her business ideas **(10 marks)**

**QUESTION FOUR**

a) Explain five key benefits that a firm may acquire from advertising as a form of business strategy **(5 marks)**

b) Discuss the importance of having a strategic location for a successful business **(10 marks)**

**QUESTION FIVE**

a) From a strategic perspective, the key to business success is to develop a unique competitive advantage, one that creates value for customers and is difficult for competitors to duplicate. A company that gains a competitive advantage becomes a leader in its market and can achieve above-average profits. Explain five core competencies that will enable an entrepreneur to serve their selected target customers better than their rivals **(5 marks)**

b) Using appropriate examples, discuss five ways in which use of technology has facilitated entrepreneurship development in the world**.** **(10 marks)**