

PAN AFRICA CHRISTIAN UNIVERSITY

BACHELOR OF BUSINESS INFORMATION TECHNOLOGY AND BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY

END OF SEMESTER EXAMINATION

DEPARTMENT: COMPUTING AND INFORMATION TECHNOLOGY

COURSE CODE: BIT303-BUS- BCM- DICT-BSIT303

COURSE TITLE: ENTREPRENEURSHIP SKILLS

CAMPUS: ROYSAMBU

EXAM DATE: FRIDAY, XXXX, AUGUST ,2025

TIME: 11 AM- 2 PM

INSTRUCTIONS

- This exam script has **TWO (2)** sections.
- Read all questions carefully before attempting.
- Answer All questions in Section **A** and any other Three questions in Section **B**.
- Write only your **student number** on the answer booklet provided.

SECTION A

(Answer ALL questions in this section)

Question 1:

Kings Plumbing was started by Mary and is a female owned plumbing business. Mary is a Plumbing and Solar Engineering graduate and won the silver award in the first Poster and Pitch Competition held by TVET College. Although she started out focusing mainly on plumbing solutions, her company also offers the following services: kitchen and bathroom renovations, solar installations, carpentry services and hot water cylinder repairs.

With the silver award of KSH100 000 and her own funds, she started Kings Plumbing in 2016. Mary says that her company is built on the core values of honesty, loyalty, integrity and safety. She escorts her team to each job in order to ensure quality workmanship.

She was determined to make a name for herself in the plumbing industry. She has been operating her business successfully for over five years now and has more than 5 employees working for her. Her company operates throughout the Nairobi area.

- a) Identify TWO reasons why Mary entered into this business. **(2 Marks)**
- b) Describe FOUR entrepreneurial characteristics of Mary. **(4 Marks)**
- c) Determine the target market for Kings Plumbing. **(2 Marks)**
- d) Explain TWO competitive advantages for Mary's business. **(2 Marks)**

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SECTION B

(Answer any THREE (3) questions in this section)

Question 2:

- a) Discuss THREE measures that the Government of Kenya has put in place to support the Micro, Small and Medium enterprises. **(6 Marks)**
- b) Highlight FOUR market gaps that may create a business opportunity for an entrepreneur. **(4 Marks)**

Question 3:

BBR is a private limited company. The Finance manager has been analysing BBR accounts and an extract is shown in the table below.

Table 4.1: Extract from BBR's Income statement for year ending 2024(Ksh000's)

Revenue	X
Cost of Sales	180
Gross Profit	720
Expenses	Y
Profit	400

- a) Calculate X and Y. (Show your workings). **(4 Marks)**

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b) Using examples, explain whether each of the following is classified as a current asset or a current liability.

- | | |
|-----------------------|--------------------|
| i. Overdraft | (1.5 Marks) |
| ii. Trade Receivables | (1.5 Marks) |
| iii. Trade Payables | (1.5 Marks) |
| iv. Cash in bank | (1.5 Marks) |

Question 4:

Suppose you are an entrepreneur who is designing a new food delivery service that will use drones to get the product to customers faster. If drones are delivering the product you may have some limitations as to who you can deliver to so that you understand your target market.

Explain the following demographics factors while choosing your target market

- | | |
|---------------|------------------|
| a) Income | (2 Marks) |
| b) Age | (2 Marks) |
| c) Gender | (2 Marks) |
| d) Education | (2 Marks) |
| e) Occupation | (2 Marks) |

Question 5:

a) Rita has been in business for the past one year. Highlight FIVE challenges Rita might be experiencing as a new entrepreneur in Kenya. **(5 Marks)**

b) Recommend FIVE solutions to the challenges faced by Rita in (a) above.

(5 Marks)

Question 6:

a) Discuss THREE ways a business plan can help a company to remain profitable.

(6 Marks)

b) Explain the purpose of the business plan if the audience is

i. An investor

(2 Marks)

ii. A key supplier

(2 Marks)

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