PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF LEADERSHIP, BUSINESS AND TECHNOLOGY

END OF SEMESTER EXAMINATION FOR THE BACHELOR OF BUSINESS AND INFORMATION TECHNOLOGY

BACHELOR OF COMMERCE

SEPTEMBER - DECEMBER 2019

CAMPUS: ROYSAMBU

DEPARTMENT: BUSINESS

COURSE CODE: BIT303|BCM201|BUE3113

COURSE TITLE: INTRODUCTION TO ENTREPRENEURSHIP

EXAM DATE: WEDNESDAY 4TH DECEMBER, 2019

DURATION: 3 HOURS

MODE: ONLINE

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- Answer **ANY FOUR** questions

Question One (10 Marks)

a. Explain two factors to consider in selecting a good business opportunity. (4 marks)
b. Explain three reasons why some people choose to be an "entrepreneur" instead of being an "employee" (6 marks)

Question Two (10 marks)

a) Discuss two commonalities between innovation and entrepreneurship.(4 marks)
b) "Innovative ideas are always high in entrepreneurship". Briefly explain any three methods to generate new ideas for business? (6 marks)

Question Three (10 Marks)

Steve Jobs and his friend Steve Wozniak were self-taught engineers who created one of the most popular, revolutionary, technology brand, "Apple". Steve Jobs was not the first person to have an idea to create a user-friendly computer, and he was not the first person to come up with an idea about music players or smartphones, but he was the first person to implement them.
He covered potential ideas and then implemented them in ways that no one had ever dreamed of before. Apple products, whether they be a computer, laptop, iPod, iPhone, iTunes, or otherwise, are featured everywhere. Not only Apple products are of high quality technological items, but the company also has superior branding and a strong company image making them one of the most popular and easily recognizable brands in the world.

From this example, identify and explain any five traits/characteristics of Steve Jobs that helped him to be successful in his business. (10 marks)

Question Four (10 marks)

Explain the steps the Kenya government has taken to promote entrepreneurship.

Question Five (10 Marks)

a) Define a marketing plan. (2 marks)
b) State and briefly explain the contents of a marketing plan (8 marks)

Question Six **(10 marks)**

Discuss **five** methods that an entrepreneur could adopt to protect his/her intellectual property rights.