# PAC UNIVERSITY

## BCM201/ BIT303/ BUE3113: ENTREPRENEURSHIP I EXAM

## ONLINE

**DATE:** **TIME:**

***QUESTION 1 (COMPULSORY) (10 MARKS)***

(a) Explain the following dimensions of marketing analysis:

(i) Growth rate of the market; **(2 Marks)**

(ii) Market Size. **(2 Marks)**

**(b) Discuss** THREE **types of entrepreneurship.** (6 Marks)

***QUESTION 2 (10 MARKS)***

(a) Outline **TWO** advantages of expanding a business. **(4 Marks)**

(b) Discuss **THREE** ways in which entrepreneurship is important in Kenya. **(6 Marks)**

***QUESTION 3 (10 MARKS)***

(a) Distinguish between fabian and drone entrepreneurs. **(4 Marks)**

(b) Describe the stages of a business growth. **(6 Marks)**

***QUESTION 4*** ***(10 MARKS)***

(a) Samuel started a venture which collapsed after one year. Outline **FOUR** reasons that led to the failure. **(4 Marks)**

(b) Discuss **THREE** growth strategies in a business. **(6 Marks)**

***QUESTION 5*** ***(10 MARKS)***

(a) Explain **TWO** challenges of an entrepreneur in relation to human capital. **(4 Marks)**

(b) Discuss **THREE** elements of a market analysis. **(6 Marks)**

***QUESTION 6*** ***(10 MARKS)***

(a) Explain **TWO** challenges faced by entrepreneurs today. **(4 Marks)**

(b) Describe the following theories of entrepreneurship:

(i) Innovation Theory; **(3 Marks)**

(ii) Need for Achievement Theory. **(3 Marks)**

**End of Exam**