



PAN AFRICA CHRISTIAN UNIVERSITY

BUSINESS DEPARTMENT

COURSE CODE: MBA 508

COURSE TITLE: ENTREPRENEURSHIP

Instructions

Answer question one from section A and any other three questions from section B

Section A

Compulsory Question

Question one

After completing studies in entrepreneurship as well as technology, Atul thought it wise to venture into self-employment. However, Atul lacked experience and was not sure about the match between his desire and reality in the business world.

- a) Discuss **four** priority entry requirements into self-employment that you could advise Atul to take into consideration. **(8 marks)**
- b) Evaluate **six** challenges which most small businesses face when they introduce a startup in your country. **(12 marks)**

Section B

Answer any 3 questions

Question two

2. Creative process is the gateway to gaining competitive advantage.

- a) Explain **two** key components of creative process you possess as an academician **(2 marks)**
- b) Evaluate techniques for improving the creative process of an organization of your choice. **(8 marks)**

Question three

- a) Giving an example in each case, differentiate **three** forms of intellectual property **(3 marks)**
- b) Analyze **seven** exclusive rights which you could hold as a copy right owner **(7 marks)**

Question four

Suppose, you have been appointed as a Chief Executive Officer of a company. One of your key roles is to fuel growth of the company either through equity or debt financing. Evaluate the following:

- a) Equity sources of financing **(5 marks)**
- b) Debt sources of financing **(5 marks)**

Question five

ABC is a company domiciled in the United Kingdom. The ABC Company is considering entry into international markets through franchise.

- a) Discuss any **four** factors that ABC should take into consideration before undertaking the franchise. **(4 marks)**
- b) Evaluate:
 - (i) Advantages of undertaking a franchise. **(3 marks)**
 - (ii) Disadvantages of undertaking a franchise **(3 marks)**