



PAN AFRICA CHRISTIAN UNIVERSITY

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

CAMPUS: VALLEY ROAD

DEPARTMENT: BUSINESS

COURSE CODE: MBA508

COURSE TITLE: ENTREPRENEURSHIP

EXAM DATE: MONDAY 5th DECEMBER 2016

TIME: 9.00AM-12.00PM

INSTRUCTIONS

- Read all questions carefully before attempting.
- Answer **Question one and any other three questions.**
- Write your **student number** on the answer booklet provided.

QUESTION ONE (Compulsory)

- a) As a country, Kenya continues to face many challenges in its drive to develop entrepreneurship in the country. Discuss these challenges and their possible solutions

(25mks)

- b) Discuss any three theories of entrepreneurship **(15 marks)**

QUESTION TWO

Discuss any four characteristics of an entrepreneur **(20 marks)**

QUESTION THREE

Identify and discuss four factors that influence success or otherwise among upcoming entrepreneurs **(20 marks)**

QUESTION FOUR

Coca-Cola and Safaricom are typical examples of successful companies despite the imminent threats and intense competition facing these firms. Their success has largely been attributed to the ability to remain visible by extensively advertising their products. Explain five Key benefits that a firm may acquire from advertising as a form of business strategy

(20 marks)

QUESTION FIVE

“Acquisition of formal education is a key ingredient in the success of an entrepreneur” With the help of examples, discuss this statement **(20 marks)**

QUESTION SIX

Discuss five strategies that an entrepreneur can employ to successfully penetrate a highly competitive market **(20 marks)**