



PAN AFRICA CHRISTIAN UNIVERSITY

END OF SEMESTER EXAMINATION FOR THE DEGREE OF

SEPTEMBER- DECEMBER 2019

CAMPUS: ROYSAMBU

DEPARTMENT: BUSINESS

COURSE CODE: CENT0114

COURSE TITLE: ENTREPRENEURSHIP

EXAM DATE:

TIME:

INSTRUCTIONS

- This examination script consists of **Six (6)** questions.
- Answer question **ONE** and ANY other **three** Questions.
- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.

SECTION A

Question One (compulsory) (30 marks)

- Differentiate between an entrepreneur and an intraprenuer. (4 marks)
- Discuss **three** methods of generating business ideas. (6 marks)
- Explain **five** factors that influence a person to become an entrepreneur (10 marks)
- Explain the Maslow's hierarchy of need as it relates to entrepreneurship. (10marks)

SECTION B: ANSWER ANY THREE QUESTIONS

Question Two (10 marks)

- Explain the term market research. (2 marks)
- Explain the importance of market research to an entrepreneur. (8 marks)

Question Three (10 marks)

Explain the following as relates to marketing

- Product (2 ½ marks)
- Price (2 ½ marks)
- Placement (2 ½ marks)
- Plan (market strategy) (2 ½ marks)

Question Four (10 marks)

- Discuss the following sources of finance available to an entrepreneur:

- i. Debt financing (3 marks)
- ii. Equity financing (3 marks)

b. Give two advantages of each source of finance mentioned in (a) above. (4marks)

Question Five (10 marks)

- a. Define innovation (2 marks)
- b. An entrepreneur is an innovator. Explain **four** ways an entrepreneur can protect his /her innovations/intellectual property. (8 marks)

Question Six (10 marks)

A government is crucial in the development and promotion of entrepreneurial culture in a country. Discuss.