

## FACULTY: Social and Management Sciences DEPARTMENT: BUSINESS ADMINISTRATION SECOND SEMESTER EXAMINATIONS 2016/2017 ACADEMIC SESSION

COURSE CODE: BUS 402

COURSE TITLE: Entrepreneurship Development

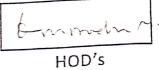
DURATION: 21/2 hours

SIGNATURE

General Instructions:

Write your matriculation number in the space provided

Credit will be given for orderly presentation and illustrations



## **MATRICULATION NO:**

Answer Question 1 and any other three (3) questions. All questions carry 15 marks each

- 1. a. Define an entrepreneur?
  - b. Using practical examples, discuss the concept "An entrepreneur".
  - c. List five entrepreneurial skills.
  - d. There are different situations that facilitate the "journey" to becoming a successful entrepreneur, discuss three of them.
- a. "The history of entrepreneurship is the history of America" Prof Dayo Ade-Turton. Using relevant examples, discuss the statement.
  - b. What do you understand by the following Planning concepts in entrepreneurship?
    - i. Venture launch planning
    - ii. Financial planning
    - iii. Marketing Planning
- 3. a. list the five business startup strategies
  - b. List 7 ways how an entrepreneur can enter the market. Explain any four and cite relevant examples.
- 4. a. Name ien product/services that are produced/provided by an entrepreneur
  - b. Mention any four factors that affect the price of a product/a service
  - c. As an entrepreneur, what do you understand by "break even Analysis". Illustrate your answer with a graph.
- 5. a. With the aid of a diagram, Discuss extensively the different levels of a goal for a small business entrepreneur. The action plans should be clearly stated.
  - b. Define and discuss the concept "E-Commerce"? Practical examples should be cited.