



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

COURSE CODE: BUS 402

COURSE TITLE: Entrepreneurship Development

DURATION: 2 1/2 hours

SIGNATURE

HOD's

General Instructions:

1. Write your matriculation number in the space provided
2. 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.
2. 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 ten 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.