



**HIGHER EDUCATION CERTIFICATE
END OF SEMESTER EXAMINATIONS - APRIL 2025**

PROGRAMME: HEC

YEAR/SEM: YEAR 1/SEMESTER 2

COURSE CODE: FDN 1203

NAME: ENTREPRENEURSHIP STUDIES

DATE: 2025-04-24

TIME: 2:00-5:00PM

INSTRUCTIONS TO CANDIDATES:

1. Read the instructions very carefully
2. The time allowed for this examination is STRICTLY three hours
3. Read each question carefully before you attempt and allocate your time equally between all the Sections
4. Write clearly and legibly. Illegible handwriting cannot be marked
5. Number the questions you have attempted
6. Use of appropriate workplace examples to illustrate your answers will earn you bonus marks
7. Any examination malpractice detected will lead to automatic disqualification.

DO NOT WRITE ANYTHING ON THE QUESTION PAPER

Section A Answer All. Each Answer carries two marks

Question 1:

What is Entrepreneurship

Question 2:

List the best qualities of Entrepreneurs you know:

Question 3:

What is a stock exchange:

Question 4:

List the types of Physical Resources you know:

Question 5:

Explain Entrepreneurial firms:

Question 6:

Creativity Traits needed in an Entrepreneur are:

Question 7:

What are some examples of resources:

Question 8:

What is A Vision statement:

Question 9:

List the principles of marketing strategies:

Question 10:

What are the contributions of entrepreneurs to the market:

Section B Answer Any Four

Question 1:

- What is Break even analysis in a business.....5 Marks
- What are your ideas on the Internet, AI and an Entrepreneur.....5 Marks
- Describe the activities in every phase of an Entrepreneurs journey?.....10 Marks

Question 2:

- What is modern marketing thinking and practice?.....5 Marks
- What are the principles of marketing?.....5 Marks
- Use the marketing mix to any product of your choice in the market.....10 Marks

Question 3:

- What is financial information to an entrepreneur?.....5 Marks
- List ten documents that reveal financial information?.....5 Marks
- List ten interested parties to an entrepreneurs' financial information?.....10 Marks

Question 4:

- What stakeholders are interested in financial information of an Entrepreneur?....5 Marks
- What are some characteristics of successful Entrepreneurs?.....5 Marks
- Explain Debt financing.....5 Marks
- Explain Equity funding.....5 Marks

Question 5:

- What are the duties of an Entrepreneur?.....5 Marks
- What is cash flow in a business?.....5 Marks
- Why is cash flow analysis necessary to an Entrepreneur.....10 Marks

Question 6:

- List and explain the advantages of small businesses.....8 Marks
- What are the different measurements of break even point.....7 Marks
- What is the difference between SME and Innovative business enterprise?.....5 Marks