INTERNATIONAL UNIVERSITY OF EAST AFRICA
'Learning to Succeed'

HIGHER EDUCATION CERTIFICATE

END OF SEMESTER EXAMINATIONS - APRIL 2025

PROGRAMME: HEC
YEAR/SEM: YEAR 1/SEMESTER 2
COURSE CODE: FDN 1203
NAME: ENTREPRENUERSHIP STUDIES

DATE:
TIME:

INSTRUCTIONS TO CANDIDATES:

SECTION A

Answer All. Each Answer carries two marks

Question 1:

What are the types of non Physical Resource Acquisitions:

Question 2:

List the best qualities of Entrepreneurs you know:

Question 3:

What are some examples of resources:

Question 4:

Explain Entrepreneurial firms:

Question 5:

What are the contributions of entrepreneurs to the market:

Question 6:

Write on the advantages of partnerships:

Question 7:

What is a stock exchange:

Question 8:

1. What are the advantages of partnership form of ownership?

Question 9:

Describe a creative product:

Question 10:

Creativity Traits needed in an Entrepreneur are:

Question 11:

What is A Vision statement:

Question 12:

What is the difference between goals and objectives?

Question 13:

Why do individuals become Entrepreneurs:

Question 14:

What is Entrepreneurship

Question 15:

What are the Categories of Resources you know?

Question 16:

List the types of Physical Resources you know:

Question 17:

What are the characteristics of successful entrepreneurs:

Question 18:

List the principles of marketing strategies:

Question 19:

What is a mission statement:

Question 20:

What is bootstrapping:

SECTION B

Answer Any Four

Question 1:

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 2:

Who is an entrepreneur?.....5 Marks

What are some features of entrepreneurs you know?.....5 Marks

How do objectives and goals relate to the mission statement of a company?...10 Marks

Explain

Question 3:

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 4:

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 5:

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

Question 6:

Write on the three reasons funding is required by Entrepreneurs?.....6 Marks

Why is bootstrapping necessary for an entrepreneur?.....7 Marks

What are some source of financing for an Entrepreneur?.....7 Marks

Question 7:

11 What factors account for entrepreneurs' success?.....7 Marks

What is Entrepreneurial behavior?.....5 Marks

Write on any five entrepreneurial behaviors you know?.....8 Marks

Question 8:

What are some advantages of Entrepreneurship?.....5 Marks

Mention three skills an Entrepreneur must have?.....5 Marks

How does entrepreneurship affect the Economy?.....10 Marks

Question 9:

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 10:

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