INTERNATIONAL UNIVERSITY OF EAST AFRICA
'Learning to Succeed'

HIGHER EDUCATION CERTIFICATE

END OF SEMESTER EXAMINATIONS - AUGUST 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

Question 1:

Who is an entrepreneur.....2 Marks

Question 2:

What are business models?.....2 Marks

Question 3:

List the characteristics of entrepreneurs you know.....2 Marks

Question 4:

What is a marketing mix?.....2 Marks

Question 5:

How do objectives assist entrepreneurs reach goals of business?...2 Marks

Question 6:

What is equity capital for an entrepreneur?.....2 Marks

Question 7:

What is debt financing for an entrepreneur.....2 Marks

Question 8:

What are the skills most required of entrepreneurs?.....2 Marks

Question 9:

What are the disadvantages of being an entrepreneur?.....2 Marks

Question 10:

List the principles of marketing strategies.....2 Marks

Question 11:

What is meant by combining a marketing mix?.....2 Marks

Question 12:

List any financial documents you know?.....2 Marks

Question 13:

What are the advantages of small businesses to an economy?.....2 Marks

Question 14:

Write on three products with their different development cycles?....2 Marks

Question 15:

Write on technical proficiency of an entrepreneur.....2 Marks

Question 16:

What are managerial competencies an entrepreneur must have?....2 Marks

Question 17:

Questions entrepreneurs' seek to answer?.....2 Marks

Question 18:

What factors account for entrepreneurs’ success?.....2 Marks

Question 19:

Difference between SME and Innovative business enterprise?.....2 Marks

Question 20:

10 parties to entrepreneurs’ financial information?.....2 Marks

SECTION B

Answer Any Three

Question 1:

a. Explain entrepreneurship as a social enterprise?.....8 Marks

b. Explain the role of entrepreneurship in economic development...7 Marks

c. What is entrepreneurship studies?.....5 Marks

Question 2:

a. What is Intrapreneurship?.....3 Marks

b. What hinders Intrapreneurs from becoming entrepreneurs.....7 Marks

c. Why do business owners employ Intrapreneurs?.....5 Marks

d. What are the disadvantages of employing Intrapreneurs?.....5 Marks

Question 3:

Explain the Stock Exchange.....5 Marks

What are the requirements to be listed on the stock exchange.....5 Marks

What is the value of a stock exchange to an economy.....10 Marks

Question 4:

a. What is bootstrapping to an entrepreneur?.....5 Marks

b. List and explain the sources of finance for an entrepreneur.....7 Marks

c. There are three main reasons entrepreneurs source for finance.
Mention and explain them.....8 Marks

Question 5:

a. What is a business model?.....5 Marks

b. Create an original business and explain the business model.....7 Marks

c. Explain the business model for any existing business.....8 Marks

Question 6:

a. What is contemporary marketing?.....5 Marks

b. Marketers are responsible for more than just advertising and sales.
Explain other responsibilities of marketers.....5 Marks

c. Using all elements of the marketing mix.

Explain how Samsung phones can improve on their sales?.....10 Marks

Question 7:

a. What is essence of entrepreneurial behavior?.....5 Marks

b. There are two categories of entrepreneurial behavior.

Effectual behavior and Strategic behavior. Explain them.....7 Marks

c. List and explain key elements of entrepreneurial behavior?.....8 Marks

Question 8:

a. Write on difference between business person and entrepreneur...5 Marks

b. Write on the challenges faced by Entrepreneurs.....7 Marks

c. List and explain as many types of entrepreneurs you know?.....8 Marks

Question 9:

a. How do entrepreneurs contribute to the economy?.....7 Marks

b. What are the expectations of entrepreneurs?.....8 Marks

c. What are the duties of Entrepreneurs to the company?.....5 Marks

Question 10:

a. How is the internet valuable to an entrepreneur?.....5 Marks

b. Create any five internet businesses.....10 Marks

c. Define technology.....5 Marks