

**UNIVERSITY COLLEGE TATI (UC TATI)****EXAMINATION QUESTION BOOKLET**

COURSE CODE	: FBE 1014
COURSE	: ENTREPRENEURSHIP
SEMESTER/SESSION	: 3-2024/2025
DURATION	: 3 HOURS

Instructions:

1. This booklet contains 5 questions. Answer all questions
2. All answers should be written in answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hand and ask the invigilator.

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO**THIS BOOKLET CONTAINS 3 PRINTED PAGES INCLUDING COVER PAGE**

Question 1

- a) Write the difference between an entrepreneur and a businessman. (2 marks)
- b) Entrepreneurs possess distinct characteristics that help them succeed in starting and managing businesses. Describe **FOUR (4)** characteristics that are required by an entrepreneur. (8 marks)

Question 2

Explain the following forms of business ownership (business legal structure).

- a) A sole proprietorship. (5 marks)
- b) A partnership firm. (5 marks)
- c) A private limited company. (5 marks)
- d) A public limited company. (5 marks)

Question 3

- a) State **THREE (3)** parties that need a business plan. (3 marks)
- b) List **FIVE (5)** main sections of a business plan. (5 marks)
- c) There are **SIX (6)** parts in the official format of a business plan. Briefly explain the content of each part. (12 marks)

Question 4

- a) Define cost determination for price. (5 marks)
- b) State **SEVEN (7)** steps to setting the price. (7 marks)
- c) **FOUR (4)** Pricing Methods can help us to put a price on what we sell: replacement cost, market comparison, discounted cash flow/net present value, and value comparison. Describe each of the methods. (8 marks)

Question 5

- a) List **EIGHT (8)** personal selling techniques. (8 marks)
- b) State **FOUR (4)** promotional strategies and describe **TWO (2)** of them. (12 marks)
- c) Describe **FIVE (5)** examples of social responsibility practices that small businesses can implement to benefit society. (10 marks)

-----End of questions -----

