



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

**BACHELOR OF COMMERCE HONOURS DEGREE IN
ENTREPRENEURSHIP AND BUSINESS DEVELOPMENT**

APPLIED ENTREPRENEURSHIP

HEBD 216

PART 2 SEMESTER 1

Total Marks [100]

DATE: OCTOBER 2024

Time: 3 Hours

INSTRUCTIONS

1. This paper has *six (6)* questions
2. Answer Question 1 and any other three (3) questions
3. Each question carries *25 marks*
4. Start each question on a new page

1. Citing relevant examples, explain the importance of entrepreneurship in the modern business landscape.
(25)
2. Discuss the key characteristics and motivations of successful entrepreneurs.
(25)
3. Assess the process of identifying and evaluating potential business opportunities.
(25)
4. Using specific examples, explain the factors entrepreneurs should consider when assessing market trends, customer needs, and competitive landscapes.
(25)
5. Explain how the Business Model Canvas may be used to strategically develop and present a new venture's value proposition, revenue streams, and resource requirements.
(25)
6. Analyze the various funding sources and financing options available to entrepreneurs.
(25)

END OF PAPER