



REFORMED CHURCH UNIVERSITY

**FACULTY OF ARTS, THEOLOGY, CULTURE AND
HERITAGE STUDIES**

BACHELOR OF THEOLOGY HONOURS DEGREE

ENTREPRENEURSHIP STUDIES

HDS 201

PART 2 SEMESTER 1 EXAMINATION

TOTAL MARKS [100]

Date: DECEMBER 2024

Time: 3 Hours

INSTRUCTIONS

1. This paper has *five (5)* questions
2. Answer any *three (3)* questions
3. Each question carries *100 marks*
4. Start each question on a new page

1. Compare and contrast the advantages and disadvantages of at least three different financing options and discuss the key factors an entrepreneur should consider when choosing a financing strategy. (100)

2. Discuss the importance of location to the success of any business. (State the advantages and disadvantages of remaining in the present location and moving to a new location) (100)

3. Analyse the relationship between innovation and entrepreneurship. (100)

4. Identify and explain any FIVE challenges that might affect business in your country. For each challenge provide a worthwhile solution. (100)

5. You are going to start a new business in a location of your choice. Assess the marketing approaches you can use to attract customers to your new business. (Suggest any five ways to market your business). (100)

END OF PAPER