



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

**BACHELOR OF COMMERCE HONOURS DEGREE IN LOGISTICS &
SUPPLY CHAIN MANAGEMENT**

VENTURE CREATION

HLSM 424

PART 4 SEMESTER 1

Total Marks [100]

DATE: DECEMBER 2024

Time: 3 Hours

INSTRUCTIONS

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

1. Discuss, how entrepreneurs may structure their pitch to effectively communicate their start-up's value proposition and potential.
(25 Marks)
2. Compare and contrast two different funding options available to early-stage start-ups. (25 Marks)
3. Discuss the importance of market research in identifying viable opportunities for a new venture for both primary and secondary research methods that can be used. (25 Marks)
4. Explain the concept and component of a business model canvas in the technology industry (25 Marks)
5. Compare and contrast, bootstrapping, angel investors, venture capital, and crowd funding giving the advantages and disadvantages of each source of funding. (25 Marks)
6. Discuss the importance of risk management and strategies to mitigate them in entrepreneurship. (25 Marks)

END OF PAPER