

CENTRAL UNIVERSITY



END OF 2ND SEMESTER EXAMINATION – 2017/2018

VISION AND LEGACY UNIT

CUVB 102: ENTREPRENEURSHIP
LEVEL 100
(FEBRUARY COHORT)

JUNE-AUGUST 2018

2.5 HOURS

STUDENT ID No:..... Student's Signature.....

Date:..... Campus..... Session.....

INSTRUCTIONS:

Answer all questions Sections A and TWO from Section B in the answer booklet provided

**DO NOT TURN OVER THIS PAGE UNTIL YOU HAVE BEEN TOLD TO DO SO BY
THE INVIGILATOR.**

Examiners:
Kofi Frimpong
Christopher Krebeti

Section A-Multiple Choice (20 marks): Select the best option from the alternatives provided.

1. Which one of the following statements is not true?
 - a. Entrepreneurs are impulsive.
 - b. Entrepreneurs organise and manages an enterprise for personal gain.
 - c. Entrepreneurship is revolving on a continuum.
 - d. Entrepreneurship skill is associated with capital development and profit.

2. Which of the following features would not be considered as an advantage to the formation of a partnership form of business organization?
 - a. Direct share of profits
 - b. Potential for double taxation
 - c. Ease of formation
 - d. Less government control

3. In the oral presentation of a business plan, it is important to ... as possible.
 - a. use as much visuals aids
 - b. demonstrate as much enthusiasm
 - c. construct the slides as complex
 - d. use as much technical language

4. For a startup business to grow and endure ... capacity and ... services need to be established.
 - a. entrepreneurial, environmental
 - b. managerial, entrepreneurial
 - c. occupational, managerial
 - d. environmental, occupation

5. None but one is not a feature of entrepreneurship
 - a. A creative activity
 - b. A non-risk bearing function
 - b. A dynamic process
 - d. A gap filling function

6. In Ghana, which of the following businesses entities are free to operate once the name of the business is registered?
 - a. Limited partnership
 - b. Sole proprietorship
 - c. State corporation
 - d. Private corporation

7. A group of firms producing a similar product or service is known as ...
 - a. cooperative
 - b. industry
 - c. market
 - d. partner

8. Which section of the entrepreneurial process focuses on determining whether or not the venture is viable, and hence worth pursuing?
- Business plan
 - Feasibility analysis
 - Business model
 - Opportunity recognition
9. The plan or diagram showing how a firm competes, uses its resources, structures its relationships, interfaces with customers, and creates value to sustain itself on the basis of the profits it generates, can be referred to as ...
- business model
 - model chain
 - product chain
 - service model
10. Which of the following statements about business plan is correct?
- Every business plan is unique but should follow a conventional format.
 - All business plans only seek to provide direction for the business.
 - The amount of money spent to produce a business plan shows its quality.
 - There is one particular format for designing all business plans.
11. A string of activities that moves a product from the raw material stage, through manufacturing and distribution, and ultimately to the end user is called ...
- business model.
 - business strategy.
 - economy of scale.
 - value chain
12. Entrepreneurs are generally perceived as
- one who shows how goals will be achieved.
 - those who ensures business competitiveness.
 - those driven to seek challenges and accomplishments.
 - those who assemble resources.
13. Which of the following types of risk would a typical entrepreneur take?
- Calculated risk
 - Extreme risk
 - Low risk
 - No risk
14. A firm's core competencies and ... are the two most important strategic resources.
- development.
 - planning
 - product/service.
 - strategic assets'

15. Which of these is not the reason why most new ventures need to raise money during their early life.
- a. Cash flow challenges.
 - b. Capital investments.
 - c. Lengthy product development cycles.
 - d. Dividends payments.
16. Which of the following is not a typical example of bootstrapping methods.
- a. Hiring interns.
 - b. Leasing equipments instead of buying.
 - c. Obtaining payments in advance from customers.
 - d. Investing in projects of other businesses.
17. What source of funding would you recommend, when a venture has the following characteristics: higher growth, proven management, niche market, unique business idea, higher returns.
- a. Personal funds.
 - b. Debt financing.
 - c. Equity.
 - d. Bootstrapping methods.
18. The money that is invested by firms in start-ups and small businesses with exceptional growth potential.
- a. Venture capital.
 - b. Dividends.
 - c. Equity.
 - d. Debt financing.
19. Which of the is not a primary audience for a firm's business plan?
- a. Firms employees.
 - b. Investors.
 - c. competitors.
 - d. customers.
20. A short overview of the entire business plan that provides a busy reader with everything that needs to be known about the new venture's distinctive nature.
- a. Company description
 - b. Executive summary
 - c. Marketing plan
 - d. Industry analysis

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SECTION B: (40 marks) - Answer any two questions. All questions carry equal marks.

Question. 1

Assuming your class groups are functional companies, develop a business model for your group by using a business model canvass to illustrate how you may plan to compete in the marketplace. [20 marks]

Question. 2

- a. Explain franchising? [4 marks]
- b. Identify two benefits and two challenges (from the point of view of the franchisor) of a franchise business. [8 marks]
- c. Distinguish between a business subsidiary from a franchise? [8 marks]

Question. 3

- a. What is feasibility analysis? [4 marks]
- b. State three advantages in deploying feasibility analysis? [6 marks]
- c. Discuss any five social impact of entrepreneurship in Ghana. [10 marks]