If $y = ab^x$ then when $x = 0$, $y = a$. Since the table shows that $y = 4$ when $x = 0$, then if the function is exponential, $a = 4$ so $y = 4b^x$, which equals $4b$ when $x = 1$, so $4b = 8$ and therefore b has to be 2. Since the equation $y = (4)2^x$ matches the information in the table, the function is exponential.