

JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS & ECONOMICS

**UNIVERSITY EXAMINATION FOR THE DEGREES OF BACHELOR OF COMPUTER
SECURITY AND FORENSIC, INFORMATION COMMUNICATION TECHNOLOGY AND
BUSINESS INFORMATION SYSTEM**

2ND YEAR 2ND SEMESTER 2022/2023

MAIN CAMPUS

COURSE CODE: BEB 9202 COURSE TITLE: ENTREPRENEUR BUSINESS PROCESS

EXAM VENUE:

STREAM: BCSF, BICT AND BBIS

DATE:

EXAM SESSION:

TIME: 2 HOURS

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INSTRUCTIONS

- 1 Answer question ONE (COMPULSORY) and ANY other TWO questions**
- 2 Candidates are advised not to write on the question paper.**
- 3 Candidates must hand in their answer booklets to the invigilator while in the examination room**

QUESTION ONE

It is advisable to carry out environmental scanning as preliminary study before getting into detailed project formulation.

a) Identify six external environmental factors and explain how they contribute to the decision on viability of business project. (6 marks)

b) Explain at least eight factors considered in starting an enterprise. (8 marks)

c) Outline and explain each component of a typical business plan. (10 marks)

d) Explain six common causes of business risks (6 marks)

QUESTION TWO

a) A business idea is a prospective entrepreneurs understanding of self, demand or market, and product or service. List and explain four characteristics of a good business idea. (8 marks)

b) Explain six factors that create entrepreneurial opportunities. (12 marks)

QUESTION THREE

a) Marketing research is a systematic process involving gathering and analyzing of information about a particular market. Discuss five important factors considered in assessing suitable markets. (10 marks)

b) Explain five challenges in starting a business enterprise in Kenya. (10 marks)

QUESTION FOUR

a) Franchising is a type of business opportunity open to prospective entrepreneurs. Discuss five advantages of franchising to entrepreneurs and to franchisor. (10 marks)

b) Outline at least five salient characteristics of a limited company registered in Kenya. (10 marks)

QUESTION FIVE

a) Entrepreneur can be a manager; a manager may not be an entrepreneur. Discuss the statement citing appropriate examples. (10 marks)

b) Explain five benefits of technology to entrepreneurial development. (10 marks)