



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**SCHOOL OF BUSINESS & ECONOMICS**

**UNIVERSITY EXAMINATION FOR THE DEGREE OF MASTERS OF BUSINESS  
ADMINISTRATION**

**2<sup>ND</sup> YEAR 1<sup>ST</sup> SEMESTER 2023/2024 ACADEMIC YEAR**

**MAIN CAMPUS**

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**COURSE CODE: MBA 840**

**COURSE TITLE: ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT**

**EXAM VENUE: STREAM: MBA-HR**

**DATE: 29/04/2024 EXAM SESSION: 9.00 – 12.00 NOON**

**TIME: 3 HOURS**

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**INSTRUCTIONS**

- 1. Answer QUESTION ONE and any other THREE questions**
- 2. Show ALL your workings and be as NEAT as possible.**
- 3. Candidates are advised not to write on the question paper**
- 4. Marks allocated to each question are shown at the end of the question.**

### QUESTION ONE

Kenya first recognized entrepreneurship in 1972. This was based on the International Labour Organization report of “*employment, income and equity in Kenya*” (ILO 1972). Since then Kenya Government has continually been putting in place various policy and institutional framework to support and promote entrepreneurship initiatives.

- a) Discuss at least ten reasons why the Kenya Government continues to promote and support this initiative. (10 marks)
- b) As an entrepreneur discuss steps in which you would undertake to create new business unit. (10 marks)
- c) Explain at least five significance of developing and implementing a business plan to an entrepreneur. (10 marks)
- d) Innovating entrepreneurs are mostly found in developed economies. Citing examples, explain five factors that may impede the development of innovating entrepreneurs in developing economies like Kenya. (10 marks)

### QUESTION TWO

- a) Entrepreneurs and business persons are both operating business enterprises and other organizations. Explain using practical examples, at least five factors that would distinguish the two in a professional sense. (10 marks)
- b) Discuss five areas in which formulation and implementation of strategy would be significant to small business. (10 marks)

### QUESTION THREE

- a) Explain with examples at least five types of entrepreneurs and how they apply in different economies. (10 marks)
- b) Most entrepreneurs firms often quietly change into a family-owned and managed firm. Discuss at least five challenges in family owned and managed businesses (10 marks)

### QUESTION FOUR

- a) Professional managers need to possess distinct qualifications in terms of sound knowledge on management theory and practice. While entrepreneurs are managers and not all have these qualifications. Discuss at least five prerequisite qualifications or qualities entrepreneurs need to run successful ventures. (10 marks)
- b) Discuss with practical examples, three strategies in which a prospective entrepreneur may simply acquire business idea. (10 marks)

### QUESTION FIVE

- a) “*Change brings opportunities*”. Discuss five areas in which prospective entrepreneurs would likely identify business opportunities due to changes. (10 marks)
- b) Most business enterprises are started with the main objective of maximizing profits. Discuss five areas in which profit maximization is quite undesirable. (10 marks)

### QUESTION SIX

- a) A business idea is a prospective entrepreneurs understanding of self, demand and product. Explain at least five qualities that would assure entrepreneur that the idea is good. (10 marks)
- b) As an entrepreneur you always plan to succeed in your venture. Explain ten pertinent factors that you may need to undertake to succeed in your venture. (10 marks)