



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

**UNIVERSITY EXAMINATION FOR THE DEGREE OF PUBLIC HEALTH ,
ENGINEERING RENEWABLE ENERGY AND
BUILDING & CIVIL ENGINEERING**

4TH YEAR 2ND SEMESTER 2023/2024 ACADEMIC YEAR

MAIN CAMPUS (REGULAR)

COURSE CODE: BEB 9402

COURES TITLE: ENTREPRENEURSHIP SKILLS

VENUE: CRAFT ROOM

STREAM:

DATE: 24/04/2024

EXAM SESSION: 9.00 – 11.00 AM

TIME: 2 HOURS

INSTRUCTIONS

- i. Answer question ONE (COMPULSORY) and any other two questions**
- ii. Candidates are advised not to write on the question paper**
- iii. Candidates must hand in their answer booklet to the invigilator while in the examination**

Question one

- a) Discuss the concept of entrepreneurship by bringing out clearly the four basic aspects that defines an entrepreneur. (10 marks)
- b) Discuss the tips for writing a good business plan. (10 marks)
- c) Are Entrepreneurs born or made? Discuss citing appropriate examples. (10 marks)

Question Two

- a. Explain at least eight sources of business finance available to entrepreneurs. (10 marks)
- b. Explain any five benefits one would enjoy by starting his/her own business. (10 marks)

Question Three

- a) List and explain at least six external macro-environmental factors that affect business enterprises. (10 marks)
- b) The industry of Entrepreneurship is seen to be surrounded with a lot of myths. Discuss. (10 marks)

Question four

- a) Explain the merits and demerits of sole proprietorship. (10 marks)
- b) Highlight any five advantages of conducting Market Research before venturing into a business. (10 marks)

Question five

- a) Discuss any four differences between a Manager and an Entrepreneur. (8 marks)
- b) List and explain at least six external macro-environmental factors that affect business enterprises. (12 marks)