



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS & ECONOMICS

**UNIVERSITY EXAMINATION FOR BACHELOR OF INTERNATIONAL TOURISM
BIOLOGICAL SCIENCES**

3RD YEAR 1ST SEMESTER 2022/2023 ACADEMIC YEAR

SIAYA

COURSE CODE: BEB 9402 BEP 3311

COURSE TITLE: ENTREPRENEURSHIP

EXAM VENUE:

DATE: 9/12/2022

EXAM SESSION: 15.00-17.00PM

DURATION: 2 HOURS

INSTRUCTIONS

- 1. Answer QUESTION ONE and any other TWO questions**
- 2. Candidates are advised not to write on the question paper**

Question 1

- Q1 a) Suggest five forces which affect entrepreneurship development in Kenya - **5 Marks**
- b) Identify five self-directed motivations that would attract you to self -employment- **5 Marks**
- c) Explain five environmental forces which you would consider as you plan an entrepreneurial business launch- **10 Marks**
- d) Discuss five reasons why host communities would embrace the emerging entrepreneurial ventures at sub-county levels - **10 Marks**

QUESTION 2

- Q2 a) Elaborate on functional uses of a good business plan to the entrepreneur **10 Marks**
- b) Discuss factors which would describe business failure from perspectives of four different stakeholders **10 Marks**

QUESTION 3

- Q3 a) Describe five traits which make entrepreneurs different from other business owners- **10 Marks**
- b) Using MAIR model of business start- up, demonstrate how the model would enhance business sustainable competitiveness- **10 Marks**

QUESTION 4

- Q4a) Explain the benefits and challenges of small family businesses- **5 Marks**
- b) Discuss how Tourism and entrepreneurship can spur economic growth and poverty reduction in Kenya **7 marks**
- c) Briefly explain how entrepreneurial marketing differs from conventional corporate marketing **8 marks**

QUESTION 5

- Q5a) Explain the role of Innovation in Entrepreneurship development **10 Marks**
- b) Suggest the expected values that the state (Government) hopes to realize by promoting entrepreneurship education in colleges and public universities **10 marks**