



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE & TECHNOLOGY**  
**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS**  
**WITH IT (SUPPLY CHAIN OPTION)**

**FOURTH YEAR 1<sup>ST</sup> SEMESTER 2016/2017 ACADEMIC YEAR**

**NAMBALE CAMPUS**

**COURSE CODE: ABA 413**

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

**INSTRUCTIONS:**

- 1. Answer question One (COMPULSORY) and any Other TWO Questions**
- 2. Question ONE, carries 30 Marks, While the other TWO Questions, Carries 20 Marks Each**

**QUESTION ONE: (Compulsory)**

- a) Define the following concepts as used in small business management:
- Entrepreneurship and small business (4 marks)
  - Entrepreneur and Manager (3 marks)
  - Business Franchise (3 marks)
  - Creativity and innovation (4 marks)
- b) Small Businesses are a very important part for the circular flow of any market Economy. Support this statement (6 marks)
- c) Outline five of entrepreneurship creative process (10 marks)

**QUESTION TWO:**

- Discuss the potential drawbacks of small business management in Kenya (10 marks)
- Propose five effective strategies for small business management in Kenya (10marks)

**QUESTION THREE:**

- a) What is a business plan? In detail discuss its contents (10 marks)
- b) Discuss key problems by an entrepreneur in formulating an effective business plan (10 marks)

**QUESTION FOUR:**

- b) What is idea incubation? Discuss major activities by an entrepreneur at this stage (10 marks)
- b) Managing of a family business has always proven problematic to majority of small business? Support this statement (10 marks)

**QUESTION FIVE:**

- a) Explain forces that are driving the growth of entrepreneurship in Kenya (10 marks)
- b) Discuss how small business owners can avoid the pitfalls of running a business (10 marks)