



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND
TECHNOLOGY
SCHOOL OF BUSINESS AND ECONOMICS
UNIVERSITY EXAMINATION FOR DIPLOMA IN BUSINESS
ADMINISTRATION
2ND YEAR 1ST SEMESTER 2016/2017 ACADEMIC YEAR
MAIN CAMPUS**

COURSE TITLE: ENTREPRENEURSHIP

COURSE CODE: BEP 2211

VENUE:

DATE:

TIME:

Instructions

1. Answer question 1 (compulsory) and ANY other 2 questions.
2. Show **ALL** your workings.
3. Candidates are advised not to write on the question paper.
4. Candidates must hand in their answer booklets to the invigilator while in the examination room.
5. Marks allocated to each question are shown at the end of each question.

QUESTION ONE (COMPULSORY)

- a) Highlight five non financial incentives that entrepreneurs could use to motivate employees in an enterprise (5 marks)
- b) Outline Five reason why government levy custom duty (5 marks)
- c) Highlight five reasons why a business plan is important to an entrepreneur (5 marks)
- d) Distinguish between “Creativity” and “Innovation” (5 marks)
- e) Discuss five roles of entrepreneurship in economic development. (10 marks)

QUESTION TWO

- a) Summarize four sources of internal capital (4 marks)
- b) Pollution is a major environmental concern today. Suggest six measures that a manufacturing entity could put in place to minimize pollution (6 marks)
- c) Discuss five factors that an entrepreneur should put into consideration before deciding on the form of business ownership. (10 marks)

QUESTION THREE

- a) With reference to the phases of the business growth cycle, suggest one reason under each phase that could lead an entrepreneur to borrow money from a financial institution. (5 marks)
- b) Outline seven rules of business networking (7 marks)
- c) Entrepreneurs should adopt licensing as a strategy for penetrating foreign markets. Citing four reasons, justify the above statement. (8 marks)

QUESTION FOUR

- a) Analyze five drivers of innovation (10 marks)
- b) Examine five sources of franchise related revenue to a franchiser. (10 marks)

QUESTION FIVE

- a) Explain the McClelland's achievement motivation theory of entrepreneurship. (10 marks)
- b) Assess five ways in which ethical issues could be streamlined in an enterprise. (10 marks)