

**JARAMOGI OGINGA ODINGA UNIVERSITY
UNIVERSITY EXAMINATION AUGUST 2013**

BUSIA LEARNING CENTER

BEP 3315 –Entrepreneurship

DATE:

TIME: 2 HOURS

INSTRUCTIONS: Attempt Question ONE and any other TWO Questions.

Question One

- a) State and explain the any FIVE distinguishing characteristics of an entrepreneur (6 Marks)
- b) Daniel Njoroge sat at the bus stop awaiting a bus to his rural home in Nyeri for a brief weekend visit. As he was waiting for the next bus he overheard somebody talking to a group nearby and he picked out this phrase which amazed him so much,”my motivation to do business is to a large extent driven by my high level of education. I feel I’m in such a good position to analyze all the business risk and that guides all the business decisions that I have to make from time to time.”
- Explain the significance of this phrase within the context of motivation to start and run a business (8 Marks)
- c) State and explain the challenges facing entrepreneurs in Kenya (8 Marks)
- d) State and explain the entrepreneurial process giving concise detail of the events in each and every stage (8 Marks)

Question Two

- a) Define the twin concepts of creativity and innovation and briefly discuss their relevance to Entrepreneurship (8 Marks)
- b) Explain the relevance of the following in generating business ideas:
- i. Brain Storming (3 Marks)
 - ii. Attribute Listing (3 Marks)
 - iii. Lateral Thinking (3 Marks)
 - iv. Analysis of needs (3 Marks)

Question Three

Discuss the various causes of business failure and stating in each case how the same can be averted

(20 Marks)

Question Four

a) State and explain the factors to be considered when selecting the source of business finance

(10 Marks)

b) Describe the various incentive programmes that the government can engage in to boost the entrepreneurship in the country

(10 Marks)

Question Five

a) Describe how sales promotion can be used by an entrepreneur to expand his business **(4 Marks)**

b) State any **FOUR** advantages and disadvantages of advertising as a tool for promotion in small and medium size businesses **(8 Marks)**

c) Explain the challenges that SMEs may be experiencing with regards to managing their human resources **(8 Marks)**