



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR DEGREE OF BACHELOR OF BUSINESS
ADMINISTRATION WITH IT -SCM OPTION Y4SI
KISII CAMPUS-PART TIME

COURSE CODE: ABA 413

COURSE TITLE: ENTREPRENEURSHIP & SMALL BUSINESS MGT

EXAM VENUE: LR 17

STREAM: (BBA)

DATE: 20/12/16

EXAM SESSION: 2.00 -4.00 PM

TIME: 2 HOURS

Instructions:

- 1. Answer Question ONE (COMPULSORY) and ANY other 2 questions**
- 2. Candidates are advised not to write on the question paper.**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room.**

QUESTION ONE[COMPULSORY]

- a) Define the following terms as they are used in small business management.
- (i) Entrepreneur [2 Marks]
 - (ii) Innovation [2Marks]
 - (i) Small and Medium enterprises [2 Marks]
- b) Explain the start up order in entrepreneurship. [5 Marks]
- c) In staffing what should an entrepreneur bear in mind while preparing a business plan? [4 Marks]
- d) Highlight the four key marketing activities for an entrepreneur. [4 Marks]
- e) Explain the elements of entrepreneurship. [6 Marks]
- f) Discuss an entrepreneur's decision model. [5 Marks]

QUESTION TWO

- (a) Elaborate on the challenges and for each, identify the role the government can play to resuscitate the declining state of entrepreneurship development in the economy. [10 Marks]
- (b) Discuss the creative procedure in entrepreneurship. [10 Marks]

QUESTION THREE

- (a) Discuss the justification of having an enterprising population. [8 Marks]
- (b) Illustrate entrepreneurs' classes. [6 Marks]
- (c) Explain the sources of working capital for a small enterprise. [6 Marks]

QUESTION FOUR

- (a) Discuss the advantages and disadvantages of buying an existing small enterprise. [6 Marks]
- (b) Discuss the parametrics of a sustainable enterprise. [8 Marks]
- (c) Justify the rationale of innovation in an enterprise. [6 Marks]

QUESTION FIVE

- (a) Discuss the business life cycle process. [12 Marks]
- (b)Discuss the need for an external management consultant for a small enterprise [8 Marks]