



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**SCHOOL OF BUSINESS AND ECONOMICS**

**UNIVERSITY EXAMINATION FOR DIPLOMA IN BUSINESS ADMINISTRATION**

**2<sup>ND</sup> YEAR 1<sup>ST</sup> SEMESTER 2016/2017 ACADEMIC YEAR (PART-TIME)**

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**COURSE CODE: BEP 2211**

**COURSE TITLE: ENTREPRENEURSHIP SKILLS**

**EXAM VENUE: LR**

**STREAM: (DBA)**

**DATE:**

**EXAM SESSION:**

**TIME: 2 HOURS**

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**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 1

- a) Briefly explain the meaning of the following terms as used in entrepreneurship
- i) Entrepreneurship (2 marks)
  - ii) Entrepreneurship culture (2 marks)
  - iii) Venture capital (2 marks)
  - iv) Concept testing (2 marks)
  - v) Enterprise social responsibility (2 marks)
- b) Outline any **four** means through which business ideas can be generated. (4 marks)
- c) State and explain ways in which information and communication technology has enhanced business operations in Kenya (8 marks)
- d) Explain the following emerging trends in entrepreneurship
- i) Family businesses (2 marks)
  - ii) Corporate entrepreneurship (2 marks)
- d) Outline the **four** main phases of an entrepreneurial process (4 marks)

## QUESTION TWO

- a) Research has shown that small enterprises fail before the title year. Outline the causes of small business failure in Kenya (5 marks)
- b) State the measures that the government has taken to promote entrepreneurship in Kenya. (7 marks)
- c) Discuss the contributions that entrepreneurs have made towards the development of the economy of our country. (8 marks)

## QUESTION THREE

- a) Some people resign from reputable organizations to venture into business. Briefly explain reasons why people choose to be self employed (10 marks)
- b) Discuss **five** common characteristics of successful entrepreneurs (10marks)

#### QUESTION FOUR

- a) Define a business plan (2 marks)
- b) Outline the importance of a business plan to an enterprise (6 marks)
- c) With relevant examples, discuss the components of a comprehensive business plan (12 marks)

#### QUESTION FIVE

- a) List any **four** essential qualities of good business opportunity (2 marks)
- b) Describe **three** main methods through which a business opportunity can be identified (6 marks)
- c) As an entrepreneur, outline the factors you will consider before starting a business (8 marks)
- d) Enumerate **four** sources of funding for small businesses (4 marks)