



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF
INTERNATIOAL TOURISM MANAGEMENT
4TH YEAR 1ST SEMESTER 2016/2017 ACADEMIC YEAR
MAIN CAMPUS

COURSE CODE: ABA 413

COURSE TITLE: ENTREPRENEURSHIP

EXAM VENUE: LAB 12

STREAM: (BBA)

DATE: 13/12/16

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 (30 MARKS)

- a) Several research studies have been conducted to identify the factors that inspire entrepreneurs. Explain the different factors that motivate people to become entrepreneurs. (10 marks)
- b) Give the various benefits of innovation to the business, customer and employees (5 marks)
- c) Mention any five characteristics of a successful entrepreneur (5 marks)
- d) Identify any five contributions of small and medium sized enterprises (SMEs) to the economic development and rural development (10 marks)

QUESTION TWO (20 MARKS)

- a) Critically examine any five possible sources of start-up financing for a new venture (10 marks)
- b) What are the key considerations in choosing a source of finance for a business (10 marks)

QUESTION THREE (20 MARKS)

- a) Distinguish between Private Limited Company and Public Limited Company (2 marks)
- b) Describe the four main forms of business ownership (8 marks)
- c) Discuss five advantages and disadvantages of partnership (10 marks)

QUESTION FOUR (20 MARKS)

- a) Explain how creativity and innovation has enhanced business growth and development (10 marks)
- b) Discuss the opportunities and challenges of small family business (10 marks)

QUESTION FIVE (20 MARKS)

- a) Give the benefits of E-commerce to consumers (10 marks)
- b) What are the benefits of globalization on business enterprises (10 marks)