



**JARAMOGI OGINGA ODINGA UNIVERSITY OF
SCIENCE AND TECHNOLOGY
SCHOOL OF HEALTH SCIENCES**

**UNIVERSITY EXAMINATION FOR DEGREE IN PUBLIC HEALTH/
COMMUNITY HEALTH AND DEVELOPMENT**

3RD YEAR 1ST SEMESTER 2013/2014 ACADEMIC YEAR

CENTER: MAIN CAMPUS

COURSE CODE: BEP 3315
COURSE TITLE: ENTREPRENEURSHIP
EXAM VENUE: STREAM: BSc. Public Health/Community Health & Devt.
DATE: 04/12/2013 EXAM SESSION: 9.00-11.00 AM

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Instructions:

- 1. Answer ALL questions in Section A and ANY other 2 questions in Section B.**
- 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

a. Describe how the entrepreneur can utilize the following emerging trends to increase the scale of operations for his business.

- i) E – Commerce (3 Marks)
- ii) Business Outsourcing (3 Marks)
- iii) Globalization (3 Marks)
- iv) Trade Fairs (3 Marks)

b John Kamau has won Kshs. 500,000 in the charity sweepstake. He has decided to open a hotel at the city center selling fast foods. John is in dilemma on the form of business ownership he will adopt in operating the new business. As a business consultant advise him about which factors he should bear in mind in choosing the business type appropriate for his business

(10 Marks)

c) What would drive an entrepreneur towards using his own idea to establish his business as opposed to buying a business opportunity or a franchise? (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

a) Analyze five factors an entrepreneur should consider when selecting sources of business finance and explain the use of the finance in the entrepreneurial process (10 marks)

b) Describe the various incentive programs that the government can engage in to boost the entrepreneurship in the country (10 Marks)

QUESTION FOUR

a) The business plan is an important tool for the success of any business. Explain five reasons why as an entrepreneur one should develop a business plan. (10Marks)

c) As an enterprising entrepreneur selling household products you intend to launch a new range of products in the Kenyan market. Explain Five (5) challenges you expect to face when introducing the products in the market. (10 marks)

QUESTION FIVE

Successful marketing thrives on exceeding customer's expectations. However many marketers find it difficult to adequately serve their customers.

- a) Describe six factors that make it difficult for marketers to exceed customers' expectations. (10 marks)
- b) An aspiring entrepreneur with a big vision of launching a new innovative business idea is seeking your advice on the personal attributes that will make him succeed. Describe five such attributes that you believe an entrepreneur should have. (10 marks)