



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR THE DIPLOMA OF BUSINESS
ADMINISTRATION
2ND YEAR 1ST SEMESTER 2017/2018 ACADEMIC YEAR
MAIN CAMPUS**

COURSE CODE: BEP 2211

COURSE TITLE: ENTREPRENEURSHIP SKILLS

EXAM VENUE:

DATE:

EXAM SESSION:

DURATION: 2 HOURS

INSTRUCTIONS

- 1. Answer QUESTION ONE and any other TWO questions**
- 2. Candidates are advised not to write on the question paper**

QUESTION ONE

A. A business plan plays an important role in the preparation for Entrepreneurship start-up. Discuss various factors that one must consider before starting a business as found in the business plan. (20 marks)

B. Explain any five benefits one would enjoy by starting his/her own business. (10 marks)

QUESTION TWO

A. Elaborate on how various theories have contributed in explaining the origin of Entrepreneurship from different perspectives. (10 marks.)

B. Discuss any five roles of Entrepreneurship in the economy of Kenya.(10 marks)

QUESTION THREE

A. Explain any 6 characteristics of an Entrepreneur. (12 marks)

B. Discuss any four differences between a Manager and an Entrepreneur.(8 marks)

QUESTION FOUR

A. Discuss any five Driving Forces to Entrepreneurship. (10 marks)

B. Highlight any five advantages of conducting a Market Research before venturing into a business. (5 marks)

C. Briefly explain any five factors to be considered when choosing a business location. (5 marks)

QUESTION FIVE

A. The industry of Entrepreneurship is seen to be surrounded with a lot of myths. Discuss. (10 marks)

B. As an Entrepreneur, explain any five ways through which you can identify more business opportunities.(10 marks)

