JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF SPATIAL PLANNING

UNIVERSITY EXAMINATION FOR THE DIPLOMA IN DISASTER MANAGEMENT

2^(ND) YEAR 2^(ND) SEMESTER 2019/ 2020 ACADEMIC YEAR

E- LEARNING CENTRE: NAIROBI CITY CAMPUS

COURSE CODE: BEP 2221

COURSE TITLE: ENTREPRENEURSHIP

EXAM VENUE: 12^(TH) FLOOR RM 4   **STREAM: SPATIAL PLANNING**

DATE: **EXAM SESSION:**

TIME: 2 HOURS

___

<u>**Instructions:**</u>

Answer question 1 (compulsory) and ANY other 2 questions.

Candidates are advised not to write on the question paper.

Candidates must hand in their answer booklets to the invigilator while in the examination room.

QUESTION 1

(a) (i) Define Entrepreneurship. (2 marks)

    (ii). Explain the factors that affect entrepreneurial growth (8 marks)

(b) (i) What is a business plan? (2 marks)

    (ii). Describe the contents of a business plan. (8 marks)

(c) (i) What is a marketing plan? (2 marks)

    (ii). Explain the **FOUR** marketing objectives. (8 marks)

QUESTION 2

(a) (i) What is a management plan? (2 marks)

    (ii). Describe how a good management plan can help in accomplishing goals in an organization. (8 marks)

(b) (i) What is an entrepreneurial opportunity? (2 marks)

    (ii). Describe the **FOUR** forces of Entrepreneurial Opportunities. (8 marks)

QUESTION 3

(a) (i) What is an Enterprise Social Responsibility? (2 marks)

    (ii) Which are the guiding principles for enterprise for social relationship project?

        (8 marks)

(b) (i) What is a financial plan? (2 marks)

    (ii) Enumerate the Financial Planning processes. (8 marks)

QUESTION 4

(a) (i) Define communication. (2 marks)

    (ii) How does communication help an entrepreneur? (4 marks)

(b) What are the 7 steps to opening a small business enterprise? (14 marks)

QUESTION 5

(a) Discuss the obstacles that inhibit entrepreneurship. (10 marks)

(b) Explain the systematic procedure that an entrepreneur uses in decision making (10 marks)