



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR THE DIPLOMA OF BUSINESS
ADMINISTRATION
1ST YEAR 2ND SEMESTER 2019/2020 ACADEMIC YEAR
MAIN CAMPUS

COURSE CODE: BEP 2211

COURSE TITLE: ENTREPRENEURSHIP

EXAM VENUE: MAIN

DATE:

EXAM SESSION:

DURATION: 1 HOUR 30 MINUTES

INSTRUCTIONS

- 1. Answer QUESTION ONE and any other TWO questions**
- 2. Show all your workings.**
- 3. Do not write anything on the question paper**

DURATION; 1 HOUR 30 MINUTES.

QUESTION ONE

- a) Entrepreneurship is key to the development of any Economy. Explain five importance of entrepreneurship to the economy (10mks)
- b) A successful entrepreneur must exhibit certain features. Elucidate such traits. (10mks)
- c) Discuss the roles of an entrepreneur in the business (10mks)

QUESTION TWO

- a) Discuss the history and evolution of entrepreneurship (10mks)
- b) Explain five social responsibilities of an enterprise (10mks)

QUESTION THREE

- a) A business plan is a very important document to the life and success of a business. Discuss five importance of this document (10mks)
- b) Discuss the possible sources of business idea (10mks)

QUESTION FOUR

- a) Despite the economies of scale, small firms still exist in the economy. Explain five merits of running such outlets. (10mks)
- b) Business opportunities exist where there are market gaps. Explain five such gaps (10mks)

QUESTION FIVE

Write short notes on the following;

- a) Entrepreneur (3mks)
- b) Entrepreneurial culture (4mks)
- c) Enterprise management (4mks)