JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS & ECONOMICS

UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION WITH IT

2ND YEAR 1ST SEMESTER 2019/2020 ACADEMIC YEAR

MAIN CAMPUS

COURSE CODE: ABA 201

COURSE TITLE: Management Mathematics

EXAM VENUE: **STREAM: (BBA)**

DATE: **EXAM SESSION:**

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

"There is more to a successful business than a good idea; there must also be a good entrepreneur. Although the ideal entrepreneur cannot be profiled, there are certain characteristics of a potential entrepreneur and certain trends they may follow. This entrepreneur then goes through the entrepreneurial process, which involves finding, evaluating, and developing opportunities for creating a new venture. Each step is essential to the eventual success of the new firm and is closely related to the other steps"

Questions

a) (i) Explain any **FIVE** characteristics of an entrepreneur. (5 marks)
   (ii) State entrepreneurial behavior (6 marks)
b) (i) Outline factors that motivate entrepreneurs. (4 marks)
   (ii) One of the key steps in entrepreneurship is the identification of opportunity and opportunity assessment. Highlight some of the questions that the opportunity assessment will respond to and which are critical to the success of a new business.
   (10 marks)
c) Contrast an entrepreneur and business manager. (5 marks)

QUESTION TWO

a) McClelland pointed out twin important characteristics of entrepreneurship that govern the economic behavior of a person / people to become entrepreneurial. Outline the twin characteristics and explain the entrepreneurial link. (12 marks)
b) Highlight entrepreneurial ambitions. (8 marks)

QUESTION THREE

One of the theories of entrepreneurship is "the theory of Cultural values" state the concept of this theory. In the context of this statement and with examples, explain the differences in economic development among different communities in Kenya.
   (20 marks)

QUESTION FOUR

J.J Kao in his book, *entrepreneurship, creativity and organization,* developed a conceptual model of entrepreneurship. Use the model to explain how governments and organizations may enhance entrepreneurship among citizens and employees respectively.   (16 marks)

QUESTION FIVE

   a) Outline the challenges facing small businesses and the government's effort to promote entrepreneurship in Kenya.   (14 marks)
   b) Explain why many new businesses (less than 5 years) fail.   (6 marks)