



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS AND ECONOMICS
UNIVERSITY EXAMINATION FOR BACHALOR OF LOGISTICS & SUPPLY CHAIN
MANAGEMENT
FOURTH YEAR SEMESTER ONE 2017/2018 ACADEMIC YEAR
MAIN REGULAR

COURSE CODE: BLM 3414

STRAEM: BLSCM

TITLE: ENTREPRENEURSHIP IN LOGISTICS

DATE: 22/12/2017

EXAM SESSION: 9.00-11.00AM

TIME: 2 HOURS

INSTRUCTIONS:

- 1. Answer questions ONE 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: (30 MARKS- COMPULSORY)

- a) The new mantra in today's economy is "innovate or perish". This means that the company must continuously innovate in order to remain relevant. Assuming you are tasked with championing innovations in an organization, discuss the source of innovations. (10 marks)
- b) Critically evaluate the various options for a new firm entry into a market. (10marks)
- c) Explain the role of entrepreneurship in the economic development of a developing county such as Kenya. (10 marks)

QUESTION TWO (20 MARKS)

- a) Critically examine any five possible sources of start-up financing for a new (10 marks)
- b) What are the key considerations in choosing a source of finance for a business (10 marks)

QUESTION THREE (20 MARKS)

- a) Identify and explain five factors that may act as barriers to the development of a successful enterprise culture in an organization. (10mks)
- b) Suggest how the factors identified in (a) above could be overcome, giving a reason for each suggestion. (10mks)

QUESTION FOUR (20 MARKS)

- a) Discuss any **five** attributes that an entrepreneur should possess for him to run a successful business (5marks)
- b) Explain some of the challenges that face an entrepreneur in his quest to establish a successful business (10marks)
- c) Give **five** guidelines an entrepreneur can use in choosing a business opportunity (5 marks)

QUESTION FIVE (20 MARKS)

- a) Mention five factors which an entrepreneur needs to consider before starting a small business (5marks)
- b) Discuss how creativity and innovation has enhanced business growth and development. (10marks)
- c) Identify five political factors that may affect business performance (5marks)