

**JARAMOGI OGINGA ODINGA UNIVERSITY COLLEGE
KISII LEARNING CENTER
BEP 3315-ENTREPRENEURSHIP
MAY-AUGUST 2013 EXAM
TIME 2 HOURS**

Instructions: question number one is compulsory and answer any other two questions

1.
 - (a) Who is an entrepreneur? (6 Marks)
 - (b) In what ways can an entrepreneur achieve his objective of being self employed?(12 Marks)
 - (c) What traits should an entrepreneur possess to make it in his business? (12 Marks)

2.
 - (a) What are the challenges inherent in running a business? (12Marks)
 - (b) How can an entrepreneur contribute to the social welfare of the community in which his business operates? (8 Marks)

3.
 - (a) Define the following;
 - i) Business Opportunity
 - ii) Franchise (4 Marks)
 - (b) What thought process should the entrepreneur apply in identifying a business opportunity? (6 Marks)
 - (c) Identify and briefly describe 5 types of business opportunities. (10 Marks)

4. John Kamau has won Kshs. 500,000 in the charity sweepstake. He has decided to open a hotel at the city center selling fast foods. Advice John on the various forms of business ownership and the factors he should bear in mind in choosing which form would be appropriate for his business (20 Marks)

5. Clearly elaborate on what role the Government can play to resuscitate the declining state of enterprise development in the economy (20 Marks)