



**JARAMOGI OGINGA ODINGA UNIVERSITY
OF SCIENCE & TECHNOLOGY
UNIVERSITY EXAMINATIONS 2012/2013
2ND YEAR 1ST SEMESTER EXAMINATION FOR THE DIPLOMA
IN ENGINEERING SCIENCES AND BUSINESS
ADMINISTRATION
(KISUMU LEARNING CENTRE)**

COURSE CODE: BEP 2211

COURSE TITLE: ENTREPRENEURSHIP

DATE: 12/8/2013

TIME: 9.00-10.30 AM

DURATION: 1.30 HOURS

INSTRUCTIONS

- 1. This paper consists of 5 Questions.**
- 2. Answer Question 1 (Compulsory) and any other 2 questions.**
- 3. Write your answers on the answer booklet provided.**

QUESTION ONE

- a. What factors contribute to the success of firms entering a new industry? (6 marks)
- b. Briefly explain the various phases in the growth of a business. (8 marks)
- c. Briefly discuss **four** (4) benefits of entrepreneurship education to trainees. (8 marks)
- d. Highlight **eight** (8) ways in which entrepreneurship contributes towards national development. (8 marks)

QUESTION TWO

- a) Define the following
 - i) Business opportunity. (2 marks)
 - ii) Entrepreneurship. (2 marks)
- b) Identify and briefly describe **five** (5) types of business opportunities. (10 marks)
- c) Identify **six** (6) guide lines the entrepreneur can use in choosing a business opportunity. (6 marks)

QUESTION THREE

- a) Discuss any **five** (5) attributes that an entrepreneur should possess for him to run a successful business enterprise. (10 marks)
- b) Explain some of the challenges that face an entrepreneur in his quest to establish a successful business. (4 marks)
- c) Examine **three** ways through which the economy benefits from the growth of small businesses. (6 marks)

QUESTION FOUR

- a) What is social responsibility as applied in entrepreneurship? (2 marks)
- b) To whom does the entrepreneur owe a duty of obligation in meeting the ends of his business? (12 marks)
- c) What process should the organization follow in enforcing code of ethics in the work environment? (6 marks)

QUESTION FIVE

Discuss at least **four** (4) emerging trends that an entrepreneur can use to increase the scale of operations for his business. (20 marks)