



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE
AND TECHNOLOGY
SCHOOL OF HEALTH SCIENCES**

**UNIVERSITY EXAMINATION FOR BACHELOR IN COMMUNITY HEALTH AND
DEVELOPMENT**

3rd YEAR 1st SEMESTER 2013/2014 ACADEMIC YEAR

CENTER: BUSIA

COURSE CODE: BEP 3315

COURSE TITLE: ENTREPRENEURSHIP

EXAM VENUE: STREAM:

DATE: EXAM SESSION:

Instructions:

- 1. Answer ALL questions in Section A and ANY other 2 questions in Section B.**
- 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.**

SECTION A: Answer all questions (30 marks)

Question One

- a) Describe how the entrepreneur can utilize the following emerging trends to increase the scale of operations for his business.
- i) E – Commerce **(3 Marks)**
 - ii) Business Outsourcing **(3 Marks)**
 - iii) Globalization **(3 Marks)**
 - iv) Trade Fairs **(3 Marks)**
- b) 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. John is in dilemma on the form of business ownership he will adopt in operating the new business. As a business consultant advise him about which factors he should bear in mind in choosing the business type appropriate for his business **(10 Marks)**
- c) What would drive an entrepreneur towards using his own idea to establish his business as opposed to buying a business opportunity or a franchise? **(8 Marks)**

SECTION B : Answer any two questions (40 marks)

Question one

- a) Define the twin concepts of creativity and innovation and briefly discuss their relevance to Entrepreneurship **(8 Marks)**
- b) Explain the relevance of the following in generating business ideas:
- i. Brain Storming **(3 Marks)**
 - ii. Attribute Listing **(3 Marks)**
 - iii. Lateral Thinking **(3 Marks)**
 - iv. Analysis of needs **(3 Marks)**

Question Two

- a) Analyze five factors an entrepreneur should consider when selecting sources of business finance and explain the use of the finance in the entrepreneurial process **[10 marks]**
- b) Describe the various incentive programs that the government can engage in to boost the entrepreneurship in the country **(10 Marks)**

Question three

a) The business plan is an important tool for the success of any business. Explain five reasons why as an entrepreneur one should develop a business plan. **(10Marks)**

c) As an enterprising entrepreneur selling household products you intend to launch a new range of products in the Kenyan market. Explain Five (5) challenges you expect to face when introducing the products in the market. **(10 marks)**

Question Four

Successful marketing thrives on exceeding customer's expectations. However many marketers find it difficult to adequately serve their customers.

- a) Describe six factors that make it difficult for marketers to exceed customers' expectations. **(10 marks)**
- b) An aspiring entrepreneur with a big vision of launching a new innovative business idea is seeking your advice on the personal attributes that will make him succeed. Describe five such attributes that you believe an entrepreneur should have. **(10 marks)**