



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF LOGISTICS
AND SUPPLY CHAIN MANAGEMENT & BACHELOR OF BUSINESS
ADMINISTRATION WITH IT
4TH YEAR 1ST SEMESTER 2018/2019 ACADEMIC YEAR
MAIN CAMPUS

COURSE CODE: BLM 3414 & ABA 413

**COURSE TITLE: ENTREPRENEURSHIP IN LOGISTICS/ ENTREPRENEURSHIP AND SMALL
BUSINESS MANAGEMENT**

EXAM VENUE:

DATE: DECEMBER, 2018

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.**

SECTION A (COMPULSORY)

QUESTION ONE: (30 MARKS)

- 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) Explain the role of entrepreneurship in the economic development of a developing country such as Kenya (10 marks)
- c) Discuss at least FIVE emerging trends that an entrepreneur can use to increase the scale of operations for his business (10 marks)

SECTION B

Answer any TWO questions

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 organisation. (10mks)
- b) Suggest how the factors identified in (a) could be overcome, giving a reason for each suggestion. (10mks)

QUESTION FOUR (20 MARKS)

- a) Critically evaluate the various options for a new firm entry into a market (10 marks)
- b) Clearly explain the role that business plans play in new business start-ups (10 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)