JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

UNIVERSITY EXAMINATION FOR THE DEGREE OF BSC COMMUNITY HEALTH/ PUBLIC HEALTH

3rd   YEAR 1st SEMESTER 2018/2019 ACADEMIC YEAR

KISUMU CAMPUS

COURSE CODE: BEP 3315

COURSE TITLE: ENTREPRENEURSHIP

EXAM VENUE: **STREAM:**

DATE: **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

1 a) Describe Joseph Schumpeter's innovation theory (5 marks)

 b) Describe the   characteristics of a successful entrepreneur according to Alfred Marshall's theory of entrepreneurship (6 marks)

  c) Define the following terms:

   i) Entrepreneurship

ii) Entrepreneur

iii) Intrapreneurship

iii) Self employment

iv) Small business (10 marks)

d) List the disadvantages of paid employment (4 marks)

e) List some of the sources of business ideas (3 marks)

f) distinguish between entrepreneurship and business (2 marks)

2.a) Explain the factors to be consider before entry into self-employment (7 marks)

b) Describe the advantages and disadvantages of salaried employment (8 marks)

c) Differentiate between Innovation and creativity (2 marks)
d) Briefly describe 3 techniques for improving creativity in entrepreneurship (3 marks)

3.a) Explain the contribution of entrepreneurship to national development in Kenya (8 marks)
b) Why do small pharmaceutical   businesses   fail (4 marks)
c) How can the failures above (b) be managed. (4 marks)

d) What factors should an entrepreneur consider   when buying an existing medical facility (4 marks)

4a) Explain the role of financial institutions in entrepreneurship (10 marks)

b) What is the role of consultants in small scale business? (10 marks)