



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**SCHOOL OF HEALTH SCIENCES**  
**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS**  
**ADMINISTRATION WITH IT**  
**4<sup>TH</sup> YEAR 2<sup>ND</sup> SEMESTER 2019/2020 ACADEMIC YEAR**

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**COURSE CODE: BEP 3441**

**COURSE TITLE: ENTREPRENEURSHIP**

**EXAM VENUE:**

**STREAM: (BBA)**

**DATE:**

**EXAM SESSION:**

**TIME: 2 HOURS**

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**Instructions:**

- 1. Answer questions ONE 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**

### Question 1

- a) Using five identified reasons, explain five reasons why even a small entrepreneurial firm should plan for growth and diversification of their enterprises- **10 Marks**
- b) Identify five global and environmental issues which affect business operation and therefore should be considered at the planning phase of a business- **10 Marks**
- c) Describe four different methods of starting a business showing the advantages and disadvantages of each approach- **10 Marks**

### Question 2

- a) Explain what you understand by the term business ownership- **2 Marks**
- b) Suggest four different types of ownerships and explain an advantage a disadvantage of each. **8 Marks**
- c) Discuss pros and cones of small family owned businesses- **10 Marks**

### Question 3

- a) Explain five reasons why Kenyan government is promoting the development of entrepreneurship- **10 Marks**
- b) Explain five benefits of self employment and five disadvantages of self employment **10 Marks**

### Question 4

- a) Suggest the three basic enterprise success factors and highlight the components of each of the factors and how the components promote/bar the success of the new start-up **10 Marks**
- b) Identify practices which would make businesses to fail even where market potential is large? **- 10 Marks**

### Question 5

“Small business is big business”. Discuss this in the light of economic growth and innovation

**20 Marks**

