



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

**UNIVERSITY EXAMINATIONS FOR THE BACHELOR OF SCIENCE PUBLIC
HEALTH**

3RD YEAR 1ST SEMESTER 2016/2017 ACADEMIC YEAR

KISII LC - PART TIME

COURSE CODE: BEP 3315

COURSE TITLE: ENTREPRENEURSHIP SKILLS

EXAM VENUE: LR 17

STREAM: (BBA)

DATE: 22/12/15

EXAM SESSION: 2.00 – 4.00 PM

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**

Question One

- (a) Explain the following entrepreneurial terms:
- (i) Entrepreneurship (2 marks)
 - (ii) Entrepreneur (2 marks)
 - (iii) Intrapreneurship (2 marks)
- (b) Highlight reasons why innovation is important for an entrepreneur (4 marks)
- (c) Explain the significance of SMEs in an economy (10 marks)
- (d) Explain the elements of entrepreneurship (6 marks)
- (e) Highlight the four key marketing activities for an entrepreneur (4 marks)

Question Two

- (a) Explain the parametrics used in the identification of a business opportunity (10 marks)
- (b) Discuss the management tools an entrepreneur can use to increase return on investment for an enterprise (10 marks)

Question Three

- (a) Unfavourable environmental conditions curtail the development of small enterprises in the third world. Discuss this assertion. (10 marks)
- (b) Discuss the creative procedure. (10 marks)

Question Four

- (a) Explain the following entrepreneurial theories (10 marks)
- (i) The Kakinada theory
 - (ii) Entrepreneurship innovation theory
- (b) Discuss the decision making process in a business enterprise (10 marks)

Question Five

- (a) What is the rationale of an enterprise's concern on product and service quality production (7 marks)
- (b) Explain the different sources of working capital for an enterprise (10 marks)
- (c) Highlight the distinctive elements of small and medium enterprises on the basis of , size, capital and employee (3 marks)