



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS
ADMINISTRATION WITH IT
4th YEAR 1st SEMESTER 2018/2019 ACADEMIC YEAR
KISII CAMPUS-PART TIME

COURSE CODE: ABA 413

**COURSE TITLE: ENTREPRENEURSHIP AND SMALL BUSINESS
MANAGEMENT**

EXAM VENUE: STREAM: (BBA)

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.**

Question One

DIXONS COMPANY LTD

Ajaz Ahmed joined Dixons Company limited as a shop floor worker at 16 on \$300 per week. He was determined to be rich. He bought a computer and was amazed no one could tell him how to connect to the internet. He pestered his bosses that they had to be the first company to help get their customers online, which eventually led to the foundation of Freeserve. The company grew and at one stage was worth more than Dixons itself. When it was sold, Ajaz became a minority shareholder, but a good deal of money.

Required

- a) On the basis of the information from the case, which type of intrapreneurship elements exhibited in Ajaz? (2 marks)
- b) Discuss the personal characteristics that has made Ajaz successful intrapreneuer (8 marks)
- c) Dixons' culture seems to support entrepreneurship. Discuss(8 marks)
- d) Suppose you are to consider franchising in Freeserve, what are the major factors that can inform your decision (6 marks)
- e) Suppose Ajaz's business was to be operating in Kenya, outlining some of the key support to be sought from the government of Kenya for successful operations. (6 marks)

Question Two

- a) To enhance and develop entrepreneurship, the government plays a critical facilitation role. However, sometimes the government doesn't. Discuss. (10 marks)
- b) Discuss the sources of financing for entrepreneurs in Kenya (10 marks)

Question Three

- a) "All people are born entrepreneurs, the difference has been, some are able to identify business ideas and convert them to be business opportunities. Anonymous". In light to this statement discuss the major sources of business ideas for entrepreneurs (6 marks)
- b) Discuss the four critical phases of a business plan (8 marks)
- c) As an entrepreneur outline ways that you can determine the credit worthiness of clients (6 marks)

Question Four

- a) Explain Five factors to consider in evaluating the viability of a business opportunity (10marks)
- b) Entrepreneurship a field of study has become an important area of study for booth educated and non-educated people. Explain five elements of entrepreneurship. (10mark)

Question Five

- a) Discuss Five Factors that prevent and discourage innovation and creativity (10 marks)
- b) Lack entrepreneurial culture has led to business Failure for many startups. Discuss this statement using relevant examples (10 marks)

