



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**SCHOOL OF BUSINESS AND ECONOMICS**

**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELORS OF SCIENCE IN  
COMMUNITY HEALTH/PUBLIC HEALTH**

**3<sup>RD</sup> YEAR 2<sup>ND</sup> SEMESTER 2023/2024 ACADEMIC YEAR**

**KISUMU CAMPUS**

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**COURSE CODE: BEB 3315**

**COURSES TITLE: ENTREPRENEURSHIP**

**TIME: 2 HOURS**

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**Instructions.**

**1) Answer question one and any other two questions**

**2) Question one is compulsory**

**Question One**

- a) Outline any FIVE distinguishing characteristics of an entrepreneur (6 Marks)
- a) Hope sat at the bus stop awaiting a bus to his rural home in Usenge for a brief weekend visit. As he was waiting for the next bus, he overheard somebody talking to a group nearby and he picked out this phrase which amazed him so much, .....”my motivation to do business is to a large extent driven by my high level of education. I feel I’m in such a good position to analyse all the business risk and that guides all the business decisions that I have to make from time to time.” Explain the significance of this phrase within the context of motivation to start and run a business (8 Marks)

- b) Describe any four challenges facing entrepreneurs in Kenya (8 Marks)
- c) State and explain the entrepreneurial process giving concise detail of the events in each and every stage (8 Marks)

### Question Two

- a) Differentiate creativity from innovation and briefly discuss the relevance of the two concepts to Entrepreneurship (8 Marks)
- b) Explain the following terms as used entrepreneurship:
  - i. Brain Storming (3 Marks)
  - ii. Attribute Listing (3 Marks)
  - iii. Lateral Thinking (3 Marks)
  - iv. Analysis of needs (3 Marks)

### Question Three (20 Marks)

Discuss the various causes of business failure and stating in each case how the same can be addressed.

### Question Four

- a) State and explain the factors to be considered when selecting the source of business finance (10 Marks)
- b) Discuss the various programmes that the government can initiate to boost the entrepreneurship in the Kenya. (10 Marks)

### Question Five

- a) Explain how sales promotion can be used by an entrepreneur to expand his business (4 Marks)
- b) State any FOUR benefits of advertising as a tool for product promotion in small and medium size businesses (8 Marks)
- c) Explain the challenges that SMEs may be experiencing with regards to managing their human resources (8 marks)