



Kasarani Campus
Off Thika Road
Tel. 2042692 / 3
P. O. Box 49274, 00100
NAIROBI
Westlands Campus
Pamstech House
Woodvale Grove
Tel. 4442212
Fax: 4444175

KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2019/2020 ACADEMIC YEAR
THIRD YEAR, SECOND SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 8th August, 2019

Time: 2.00pm – 4.00pm

KBA 323 - ENTREPRENEURSHIP I

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

Read the following passage and answer the questions:

According to Higgins, Entrepreneurship is meant for the function of seeing investment and production opportunity, organising in enterprise to undertake a new production process, raising capital, hiring labour, arranging the supply of raw materials, finding site, introducing new techniques and commodities, discovering new sources of raw materials and selecting top managers for day to day operation of the enterprise.

- a) As a junior entrepreneur, you've been invited to present suggestions and opinions on the role of entrepreneurship in the progress of the economy. Explain . **(5 Marks)**
- b) In reference to the context of entrepreneurship, identify and explain various behavioral approaches practiced. **(5 Marks)**
- c) Explain the following terms as used in entrepreneurship:
 - i) Social entrepreneur. **(5 Marks)**
 - ii) Political entrepreneur. **(5 Marks)**
 - iii) Knowledge entrepreneur. **(5 Marks)**
- d) Entrepreneurs are focused in nature, examine how using examples. **(5 Marks)**

QUESTION TWO (20 MARKS)

- a) A person from your area wishes to start a business; it happens that he/she approaches you for guidance on how to write a good business plan which can be used to acquire financing from one of the financial institutions. Explain the procedure. **(10Marks)**
- b) According to your opinion, does entrepreneurship add value to the society. **(10Marks)**

QUESTION THREE (20 MARKS)

- a) Identify and describe major challenges that affect SMEs (Small and medium enterprises) making them not to prosper. **(12 Marks)**
- b) In most cases, entrepreneurs are known by their characters. How true is this statement. **(8 Marks)**

QUESTION FOUR (20 MARKS)

- a) If there is need to start a new venture, which are the factors to take into consideration to ensure success. **(10 Marks)**
- b) It is vital that cooperation in small and micro enterprise promotion is unavoidable. Explain. **(10 Marks)**

QUESTION FIVE (20 MARKS)

- a) Entrepreneurship falls under various environments that facilitate its intention. Discuss. **(10 Marks)**
- b) For you to be a prominent entrepreneur, you need to possess business skills. Confirm this statement using examples. **(10Marks)**