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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
FOURTH, SECOND SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF BUSINESS INFORMATION TECHNOLOGY

Date: 11th December, 2023

Time: 2.30 –4.30pm

KBA 2414 - ENTREPRENEURSHIP AND SELF EMPLOYMENT

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

CASE STUDY

Self-employment has been an important livelihood means for many graduates. Self-employed workers are likely to have distinctive travel behavior because, compared to employees, they have greater autonomy over work scheduling and are less affected by imperfect information about the labor market, which increases commutes. Job scarcity of formal employment drives many to jua kali sectors and other mushrooming sectors such as boda boda sector, beauty sector and entertainment sector.

- Identify four factors to consider when preparing to be self employed. (6 Marks)
- Explain types of entrepreneurs (6 Marks)
- Highlight six challenges a self employed person is likely to face. (6 Marks)
- Briefly explain six benefits of self employment. (6 Marks)
- Highlight six strategies Kenyan graduates can apply to promote self employment (6 Marks)

QUESTION TWO (20 MARKS)

- Using a table, discuss four ways of distinguishing entrepreneurial ventures from small business ventures. (10 Marks)
- Analyze five significance of small business in Kenya. (10 Marks)

QUESTION THREE (20 MARKS)

- a) Discuss five roles of entrepreneurship in economic development. (10 Marks)
- b) Evaluate step by step procedures of starting a business. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Briefly explain five sources of business ideas. (10 Marks)
- b) Discuss five methods entrepreneurs use to generate and test new ideas. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) Discuss five government laws and regulations an entrepreneur needs to comply with.
(10 Marks)
- b) Discuss five possible sources for finances for fresh graduates to start their own small business.
(10 Marks)