



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, 2020/2021 ACADEMIC YEAR
THIRD YEAR, SECOND SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)**

Date: 15th December, 2020
Time: 2.30pm – 4.30pm

KBA 323 - ENTREPRENEURSHIP 1

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

After graduating from Kiriri Women University Alice and Stella are thinking of starting a pharmacy business along Moi Avenue, Nairobi. They do not have business skills but believe that they can use the knowledge they acquired during their entrepreneurship coursework to start and to operate the business. Using the knowledge you have acquired during your coursework in entrepreneurship and elsewhere, assist Alice and Stella to determine the potential of this business opportunity under the following guidelines:

- a) Explain the sources of business ideas. (5 Marks)
- b) Outline the Characteristics of successful entrepreneurs. (5 Marks)
- c) Identify and explain five types of entrepreneurs. (5 Marks)
- d) Outline five benefits associated with entrepreneurship. (5 Marks)
- e) Explain five contributions by Kenya government to entrepreneurial development. (5 Marks)
- f) Discuss the essentials of preparing a business plan. (5 Marks)

QUESTION TWO (20 MARKS)

- a) Write short notes on the following in regards to 'SWOT' Analysis
 - i) Strengths. (5 Marks)
 - ii) Opportunities. (5 Marks)
- b) What are the factors to take into consideration to ensure success of a new business venture? (10 Marks)

QUESTION THREE (20 MARKS)

- a) Explain five advantages and five disadvantages of partnerships as a form of business ownership. (10 Marks)
- b) Explain various forms of equity business financing (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Discuss the strategies the Government of Kenya proposed to use in order to promote small and medium enterprise sector as contained in Vision 2030. (10 Marks)
- b) Explain five characteristics of a good business opportunity. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) Discuss any five problems associated with entrepreneurship in Kenya. (10 Marks)
- b) Examine any five ways an entrepreneur may enhance creativity and innovation. (10 Marks)