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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2020/2021 ACADEMIC YEAR
FOURTH YEAR, SECOND SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)**

Date: 17th December, 2020

Time: 11.30am – 1.30pm

KBA 422 - ENTREPRENEURSHIP 11

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Successful entrepreneurs tend to share some common characteristics. Briefly discuss three of these characteristics (6 Marks)
- b) Briefly outline three key decision making approaches used by entrepreneurs. (6 Marks)
- c) Discuss three components of a business plan. (6 Marks)
- d) Explain three types of entrepreneurial risks. (6 Marks)
- e) Outline three factors that you need to consider when choosing the location of business. (6 Marks)

QUESTION TWO (20 MARKS)

- a) Using relevant examples, discuss five challenges faced by small enterprises in Kenya. (10 Marks)
- b) For each of challenges given above, provide possible applicable solutions. (10 Marks)

QUESTION THREE (20 MARKS)

- a) Discuss five basic principles of time management. (10 Marks)
- b) Evaluate five ways through which entrepreneurs can manage risks. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) "People are likely to resist change." Discuss five aspects that entrepreneurs need to consider in order for their employees to cope with change in their enterprises. (10 Marks)
- b) Explain five benefits of effective time management. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) Discuss the traditional life cycle stages of an enterprise development. (10 Marks)
- b) Explain five factors that affect entrepreneur decision making. (10 Marks)