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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR
THIRD YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 17th April, 2024
Time: 8.30am – 10.30am

KBA 323 - ENTREPRENEURSHIP 1

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

CASE STUDY: KHANA KHAZANA RESTAURANTS

Despite the fact that Mohamed was an orphan who dropped out of school at standard eight, his destiny was determined by his entrepreneurship journey. Based on the challenges experienced by Mohamed which ranged from economic, social and political, his positive attitude towards entrepreneurship was unstoppable. Since 2016 to date Mohamed's business has improved significantly based on the increased number of customers and increased demand for meals from his restaurant in Kolkata a metropolitan city. Early this year, Mohammed sought for partnership with Ratul who hails from upper class family with his parents having influential jobs in government. They both shared a long ambition to upgrade their restaurant to first class five stars group of restaurants. They named their group of restaurants Khana Khazana meaning "humble Beginning". Innovativeness and creativity was their secret strategy to remain competitive and continuously attract new customers.

Ratul and Mohamed considered both fast food as majority of population were young Turks while at the same time preparing home made food especially for the elderly generation. They also partnered with soft drink companies to display their products in their restaurants for them to get a commission for any of the soft drinks sold. Khana Khazana restaurants became a brand name in Kolkata. The two continued not only to increase sales but also to win government tenders to provide hospitality and catering services to governments meetings and conferences.

Required;

- With reference to the case study, suggest three qualities which made Mohamed and Ratul to be a successful entrepreneur. (6 Marks)
- Discuss three challenges which Mohamed and Ratul experienced during the establishment and negotiations for a partnership business. (6 Marks)
- With reference to case study, elaborate three roles played by Ratul parents for the success of Khana Khazana Restaurants (6 Marks)

- d) With reference to the case study, explain three roles played by soft drinks industry in boosting Mohammed and Ratul business success. (6 Marks)
- e) With reference to the case study, discuss three roles played by government in promoting small business success. (6 Marks)

QUESTION TWO (20 MARKS)

- a) Identify six financing options for new business venture start-ups (6 Marks)
- b) Describe four various marketing techniques used by an entrepreneur. (8 Marks)
- c) Illustrate by citing appropriate examples three ways the government of Kenya can adopt to promote entrepreneurial activities (6 Marks)

QUESTION THREE (20 MARKS)

- a) Elaborate three advantages of entrepreneurship in Kenya (6 Marks)
- b) Explain three benefits an organization derives from the use of modern information technology. (6 Marks)
- c) Describe four ways in which creativity and innovation can be promoted among entrepreneurs in Kenya. (8 Marks)

QUESTION FOUR (20 MARKS)

- a) Explain three reasons why business networking is important to an entrepreneur. (6 Marks)
- b) Assess three avenues an entrepreneur could use to generate business ideas. (6 Marks)
- c) Discuss four limitations of using e-mails in business communication. (8 Marks)

QUESTION FIVE(20 MARKS)

- a) Jumia is one of the leading e-commerce stores in Africa. With reference to the above statement, explain four challenges faced by e-commerce entrepreneurs. (8 Marks)
- b) In the context of creating a new business venture, analyse three differences between a private limited company and a public limited company. (6 Marks)
- c) Belinda Akello is in the process of taking a loan. Analyse three factors that an Belinda need to consider when evaluating sources of loan capital. (6 Marks)