KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
FOURTH YEAR, FIRST SEMESTER EXAMINATION
FOR THE BACHELOR OF EDUCATION
(ARTS)
KEC 2402-ENTREPRENEURSHIP IN EDUCATION

Date:16th August 2023
Time:8.30am-10.30am

INSTRUCTIONS TO CANDIDATES:
ANSWER **QUESTION ONE (COMPULSORY)** AND ANY OTHER **TWO QUESTIONS**
QUESTION ONE (30 MARKS)
CASE STUDY

Mwangaza Boys Secondary school has a student population of 2000 students, teacher population of 45 and members of non teaching staff are 25. The school is located on a 90 acre land. In regard to financial status the school is struggling with many stalled projects. Serious concerns have been raised by stakeholders over school bakery which accommodates about 10 members of non-teaching staff. The records from finance department revealed the following in regard to productivity of staff in school bakery.

No. of Workers	Total Product of Labour
1	15
2	48
3	108
4	204
5	285
6	342
	357
8	360
9	351
10	300

An assessment of the school by a team of quality assurance officers from county education office revealed the following issues.
- The price per loaf is Sh 50
- 4 Non-teaching staff members had resigned over the last one year
- 5 teachers had applied for transfer to other schools
- The principal uses authoritarian style of leadership
- The average mean salary for non-teaching staff is Sh 6000 per month
- Some teachers were allocated teaching load in subjects they did not train
- The staff room and classes are full of potholes while some classes have leaking roofs
- The performance in national examinations has an average mean score of 3.5 for the last three years

a) Using information given in the case study above calculate:
i. Average product of labour at various levels. (2 marks)
ii. Marginal product of labour at different levels. (2 marks)
iii. What advice would you give to the school principal on the maximum number of workers that should be retained in the school bakery? Justify your answer. (2 marks)

b)   Suppose when the price of a loaf is Sh 50 the quantity demanded is 150 loaves per   day, but when the price increases to Sh 60 per loaf, the quantity demanded   decreases to 130 loaves per day. Calculate   the price elasticity of the demand   (6 marks)

c)   Advice the principal on the motivation strategies he should put in place to motivate workers (6 marks)

d)   Examine the demerits of using authoritarian leadership styles by the school principal on the best style of leadership, he/she should embrace in the school. Explain the reasons for your answer.   (6 marks)

e)   Apart from the school bakery as the main entrepreneurship venture in the school, examine other entrepreneurial ventures the principal can put in place to improve the financial status in the school.
                                                                                (6 marks)

QUESTION TWO (20 MARKS)

a)   Examine the factors that promote entrepreneurship creativity and innovation   (7 marks)

b)   Explain the types of education and training programmes for entrepreneurs.   (8marks)

c)   Examine the criteria for assessing entrepreneurship education programmes.   (5marks)

QUESTION THREE (20 MARKS)

a)   Examine the objectives of entrepreneurship education   (7 marks)

b)   Discuss any six measures that a principal of a secondary school can put in place to encourage entrepreneurial culture.   (6 marks)

c)   Examine the ways the government of Kenya can use to promote entrepreneurial development in Kenya.
                                                                                (7 marks)

QUESTION FOUR (20 MARKS)

a)   i) Distinguish between business ideas and business opportunity   (2marks)
     ii) Explain the characteristics of a noble business idea   (6 marks)

b)   Examine the challenges faced by entrepreneur in their struggle to make their businesses succeed
                                                                                (7marks)

c)   Discuss the merits of a partnership form of business organization.   (5marks)

QUESTION FIVE (20 MARKS)

a)   Bole Bole Boys High School has a bakery and undertakes entrepreneurial activities such as production and sales of leaves to members of school fraternity as well as outside customers. The bakery packages loaves in terms of 50gms, 100gms, 200gms and 400gms. During the month of July 2023, the demand and supply of functions of loaves were as below;

$Q_d = 355 - 26.6P$
$Q_s = 152.6 + 24P$

Required;

i)   Determine the equilibrium price and equilibrium quantity   (5marks)

ii)   Explain any three factors that may affect the demand of loaves   (3marks)

b)   Discuss the critical success factors of entrepreneurship.   (6marks)

c)   Examine the competencies required by entrepreneurs in order to be able to successfully manage their businesses.   (6marks)