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

Date: 15<sup>th</sup> April, 2024  
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)**

**MATER HOSPITAL MARATHON 2023**

The Mater Heart Run was started in 2002 as one of the main fundraising avenues for the Cardiac program. Initially held only in Nairobi, the Heart Run has grown over the years and is now held in ten (10) different towns namely; Nairobi, Mombasa, Machakos, Kakamega, Kisumu, Nakuru, Eldoret, Nyeri, Kericho & Bomet. The 21st edition of the Mater Heart Run was launched in Nairobi on Friday. The race, to be held across ten Kenyan counties on June 3, aims to raise funds to support children with cardiac complications. Organizers are targeting 100,000 participants in the run this season. They are also aiming to raise over Sh119 million which will cater for treatment of related heart diseases among children. "So far we have done 4893 surgeries through the race proceeds," Mater Misericordiae Hospital CEO Mary Ngui told Standard Sports. "The surgeries have helped the affected children to live normal lives. They can play, run, go to school and do everyday activities like other normal children." Some participants who will take part in the run gave accounts of how the complicated surgeries gave them a second chance in life.

"I'm glad that my heart is fully restored now, I can now play with my friends," Kelvin Mutuku, 10, from Mukuru slums in Nairobi highlighted. Mutuku had four complex heart defects whose surgeries were done by special doctors from the Czech Republic last year. Favour Ndaru, 8, also from the same estate said he is glad to be alive after the successful procedure. Ndaru was born with a hole in his heart which was successfully repaired in 2022. Delight Njoki, 18, narrated how she was unable to do even 100m dash before running out of breath. "After the procedure, I can now do endurance races. I'm now running and completing the marathons, soon I'll start winning," Njoki said. "I'm more than a conqueror, I'm feeling better, I'm feeling alive," she added. Other participants who have undergone similar surgeries are Elisha Josiah (13 years) and Travis Rugendo (four) who underwent open heart surgeries in 2019 and 2022 respectively. While giving the reason why the noble initiative was birthed 21 years ago, Ngui stated: "In 1995, we saw a great need to attend to children from poor backgrounds that were suffering from cardiac ailments that deterred them from carrying out the normal activities like other children."

**Use above case study to answer the following questions**

- a) Matter Hospital hand in cooperate social responsibility have cost billions of money to empower the society . Advice the shareholders three well elaborated reasons why Matter Hospital should stop her CSR activities (6 marks)
- b) To get the best from an organizations, Matter Hospital must device elaborate strategies to motivate members of the public to participate in the Marathon. Explain three strategies Matter Hospital must use to motivate members of public to participate. (6 marks)
- c) Discuss various ethical considerations that Matter Hospital need to keenly consider as she engage in this noble CSR activities. (6 marks)
- d) As public relations officer at Matter Hospital , Explain to the Management Board three benefits of social responsibility in an organization (6 marks)
- e) The burden of CSR activities is often transferred to customers. Advice Matter Hospital on three measures they can take to ensure the cost of the Marathon is not carried by their customers. (6 marks)

**QUESTION TWO (20 MARKS)**

- a) Discuss with relevant examples four challenges faced by small enterprises in Kenya. (8 marks)
- b) Discuss three main components of a business plan. (6 marks)
- c) Highlight three main sources of finances for small enterprises in Mandera County. (6 marks)

**QUESTION THREE (20 MARKS)**

- a) Discuss four basic reasons why it is important to ensure all small and medium enterprises are registered and their operating licenses are renewed annually. (8 marks)
- b) Evaluate three ways through which entrepreneurs can manage risks. (6 marks)
- c) Give three effective ways of handling hawker menace in Nairobi CBD amicably between Nairobi County Government and Hawkers Representatives. (6 marks)

**QUESTION FOUR (20 MARKS)**

- a) The Kenyan government has introduced enhanced tax measures to increase her revenue collected from tax. “People are likely to resist this new tax changes.” Discuss four aspects that Kenyan government need to consider for employees to accept the new tax measures without resistance. (8 marks)
- b) Explain three benefits of effective time management. (6 marks)
- c) You are a CEO of Mwihoko private hospital, explain three entrepreneurial reasons for supporting Government Universal Health Care plan. (6 marks)

**QUESTION FIVE( 20 MARKS)**

- a) Draw a well labeled diagram of the traditional life cycle stages of an enterprise development and explain what happens in every stage of product life cycle . (6 marks)
- b) You have been appointed as a consultant to advice Mrembo Factory on various factors the company need to consider when choosing where to locate her new Wheat flour milling industry . Elaborate on various factors to be considered. (6 marks)
- c) Explain four factors that affects entrepreneur decision making. (8 marks)