



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, 2022/2023 ACADEMIC YEAR
FOURTH YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 12th April, 2022
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)

Southern Sudan is one of youngest country in Africa. She got her independence few years ago. Business in Southern Sudan is starting to pick though highly challenged by political instability and civil wars among clan militia members. Democracy is yet to pick in this country to have people elected governments which should be anchored in their constitution in order to create a friendly political environment for business to flourish. This will give investors hope and peaceful environment for business investments.

- Successful Entrepreneurs share some common characteristics. Briefly discuss three of these characteristics among successful entrepreneurs in Southern Sudan
(6 marks)
- Briefly outline three key decision making approaches used by entrepreneurs in Southern Sudan.
(6 marks)
- Discuss three components of a business plan business men in Southern Sudan should be aware off.
(6 marks)
- Explain three types of entrepreneurial risks investors in Southern Sudan are facing.
(6 marks)
- Outline three factors that you need to consider when choosing the location of a business in Southern Sudan .
(6 marks)

QUESTION TWO (20 MARKS)

- Discuss with relevant examples five challenges faced by small enterprises in Kenya.
(10 marks)
- Discuss five main components of a business plan.
(10 marks)

QUESTION THREE (20 MARKS)

- a) Discuss five basic reasons why it is important to introduce change in business. (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 for employees to cope with change in enterprise. (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)