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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR**  
**THIRD YEAR, FIRST SEMESTER EXAMINATION**  
**FOR THE DEGREE OF BACHELOR OF SCIENCE**  
**(BUSINESS ADMINISTRATION)**

Date: 3<sup>rd</sup> August, 2022  
Time: 11.30am –1.30pm

**KBA 323 - ENTREPRENEURSHIP 1**

**INSTRUCTIONS TO CANDIDATES**

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**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

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**QUESTION ONE (30 MARKS)**

**Question One (30 Marks)**

- a) Differentiate below terms as applied in Entrepreneurship
  - i. Entrepreneurship and Intrapreneurship
  - ii. Craft Entrepreneur and Soloist Entrepreneur
  - iii. Patent and Trademark6 Marks
- b) Highlight four characteristics of a good Business idea 3 Marks
- c) Describe three reasons why an entrepreneur would oppose Innovation 3 Marks
- d) Explain three advantages of Partnership over Sole proprietorship 3 Marks
- e) Highlight five benefits of developing a good Business Plan to an Entrepreneur 5 Marks
- f) Identify three laws and regulations that guide entrepreneurship in Kenya 3 Marks
- g) Outline four sources of business finance 4 Marks
- h) Highlight three factors to consider before being self-employed 3 Marks

**Question Two 20 Marks**

- a) Describe five roles of small businesses in the growth of the country's economy 10 Marks
- b) Differentiate between an entrepreneur and a business person 10 Marks

**Question Three 20 Marks**

- a) Point out and describe some of the major challenges that affect SMEs (Small and medium enterprises) making them not to prosper. 10 Marks
- b) What are the factors to take into consideration to ensure success of a new business venture 10 Marks

**Question Four 20 Marks**

- a) As a junior consultant of entrepreneurship, you've been invited to present suggestions and opinions on the role of entrepreneurship in the progress of the economy 8 Marks
- b) You're requested by a local company for a guide on how to develop an appropriate business plan. Explain some key components to capture. 12 Marks

**Question Five 20 Marks**

- a) Explain different strategies the Kenyan Government can employ in promoting Entrepreneurship 10 Marks
- b) Discuss five Internal Motivational Factors that would push an Entrepreneur to start a Business 10 Marks