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

Date: 14th April, 2022
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

Joseph is a young entrepreneur currently operating a butchery in his home area. He has been in that business for two and a half years now. However, he has always had a passion of selling men designer clothes and shoes, but because he lacked capital earlier on he decided to open the butchery which was more affordable to him and save money to pursue his passion. He has identified a place to start his business and paid a down payment for the rent and other startup cost. He has also brought a few clothes and shoes in order to start small first and grow as the business continues to develop. Everyone in his hometown have applauded his efforts and patience in his entrepreneurial journey. At the moment he has started motivating the youth in his locality about entrepreneurship and wants to set up a business on training individuals on business matters.

- a) As Joseph's advisor what would make you agree that his business idea of starting a training firm is a good one?(6 Marks)
- b) Explain the marketing factors Joseph should implement in his new business of selling men's wear in order to succeed in his sales.(6 Marks)
- c) State the challenges Joseph could be facing as an entrepreneur.(6 Marks)
- d) From the excerpt explain what type of an entrepreneur Joseph is.(6 Marks)
- e) Examine some of the entrepreneurial characteristics you think Joseph has.(6 Marks)

QUESTION TWO (20 MARKS)

- a) Discuss the cultural factors that inhibit the entrepreneurial development in Kenya.
(10 Marks)
- b) Innovation plays a key role in the success of any entrepreneurial venture. Explain its requirements.
(10 Marks)

QUESTION THREE (20 MARKS)

- a) Examine the role of entrepreneurship in the economic development of a country.
(10 Marks)
- b) Discuss the process of starting a business.
(10 Marks)

QUESTION FOUR (20 MARKS)

- a) The first step of generating a business idea is recognizing a need. Analyze this step in accordance to Maslow's hierarchy of needs.
(10 Marks)
- b) Examine how you would use SWOT analysis as an entrepreneur to find out your personal skills.
(10 Marks)

QUESTION FIVE (20 MARKS)

- a) Discuss the role of the government in business incubation.
(10 Marks)
- b) Discuss the main decisions involved in the marketing mix of "product element" in entrepreneurship.
(10 Marks)