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

SPECIAL EXAMINATION
KBA 323 ENTREPRENEURSHIP I

Date: 14th August, 2024
Time: 11.30am – 1.30pm

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (COMPULSORY) (30 Marks)

- a) Differentiate below terms as applied in Entrepreneurship
 - i) Entrepreneurship and Intrapreneurship
 - ii) Craft Entrepreneur and Soloist Entrepreneur
 - iii) Patent and Trademark (6 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)