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

Date: 1<sup>st</sup> August, 2022  
Time: 11.30am –1.30pm

**KBA 422 - ENTREPRENEURSHIP 11**

**INSTRUCTIONS TO CANDIDATES**

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

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**QUESTION ONE (30 MARKS)**

- a) Successful Entrepreneurs tend to share some common characteristics. Briefly discuss three of these characteristics [6 marks]
- b) Briefly outline three key decision making approaches used by entrepreneurs. [6 marks]
- c) Discuss three components of a business plan. [6 marks]
- d) Explain three types of entrepreneurial risks. [6 marks]
- e) Outline three factors that you need to consider when choosing the location of business. [6 marks]

**QUESTION TWO (20 MARKS)**

- a) Discuss with relevant examples five challenges faced by small enterprises in Kenya. [10 marks]
- b) For each of challenges given above, provide possible applicable solutions. [10 marks]

**QUESTION THREE (20 MARKS)**

- a) Discuss five basic principles of time management. [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 in order for his 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 affects entrepreneur decision making. [10 marks]