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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2016/2017 ACADEMIC YEAR
THIRD YEAR, SECOND SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)**

Date: 9th August, 2016.
Time: 10.30am – 12.30pm

KBA 323 - ENTREPRENEURSHIP 1

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

John Kamau has won Kshs. 500,000/ in the charity sweepstake. He has decided to open a hotel at the city center selling fast foods.

Required;

- a) Advice John on the various forms of business ownership. (6 Marks)
- b) Discuss three factors that John Kamau will have to consider while choosing a suitable form of business. (6 Marks)
- c) Give three advantages and three disadvantages of each of them. (18 Marks)

QUESTION TWO (20 MARKS)

- a) Who is an entrepreneur? (2 Marks)
- b) In what ways can an entrepreneur achieve his objective of being self employed? (10 Marks)
- c) What traits should an entrepreneur possess to make it in his business? (8 Marks)

QUESTION THREE (20 MARKS)

- a) Define the following;
- i) Business opportunity (2 Marks)
 - ii) Franchise (2 Marks)
- b) What thought process should the entrepreneur apply in identifying a business opportunity? (6 Marks)
- c) Identify and briefly describe five types of business opportunities. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Define the term 'Business Plan'? (3 Marks)
- b) Describe the various components of a business plan? (12 Marks)

QUESTION FIVE (20 MARKS)

- a) Clearly elaborate on what role the Government can play and resuscitate the declining state of enterprise development in the economy. (10 Marks)
- b) What would drive an entrepreneur towards using his own idea to establish his business as opposed to buying a business opportunity or a franchise? (10 Marks)