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

SPECIAL EXAMINATION

**Date: 13th August, 2024
Time: 2.30 – 4.30pm**

KBA 422 ENTREPRENEURSHIP II

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

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 affect entrepreneur decision making. **(10 marks)**