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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: 15th August, 2024
Time: 8.30am –10.30am

KBA 422 ENTREPRENEURSHIP 11

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 affects entrepreneur decision making. [10 marks]