

KABARAK



UNIVERSITY

UNIVERSITY EXAMINATIONS

2017/2018 ACADEMIC YEAR-DEC 2018

FOR THE DEGREE PART TIME LEARNING

BMGT 214: BUSINESS ENTREPRENEURSHIP

DAY

DATE:

TIME:

STREAM: Y2S1

INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO

SECTION A

QUESTION ONE

- a) Define the following terms as used in Entrepreneurship
 - i) Entrepreneurship (1 mark)
 - ii) Business plan (1 mark)
 - iii) Entrepreneur (1 mark)
 - iv) Business idea (1 mark)
 - v) Venture (1 mark)
- b) Most Economists today agree that entrepreneurship is necessary ingredient for stimulating Economic Growth and Employment opportunities in all society. Briefly discuss why people become entrepreneurs (10 marks)
- c) “Are entrepreneurs are born or made?” Discuss the statement by giving examples. (10 marks)
- d) List any four sources of finance in business (2 marks)

- e) Discuss three factors favoring the growth of entrepreneurship in Kenya (3marks)

PART B

QUESTION TWO

- a. Examine any five reasons why new business ventures fail (10marks)
- b. Discuss five (5) guidelines the entrepreneurs can use in choosing a viable venture (10marks)

QUESTION THREE

- a) Explain the various factors considered by an entrepreneur before starting a new Business venture (5marks)
- b) Discuss at least five causes of failure in small Business venture in Kenya today (10 marks)
- c) Outline five essentials of a business plan (5 marks)

QUESTION FOUR

- a. As an entrepreneurship consultant, discuss the challenges faced by small and medium enterprises currently in Kenya and recommend appropriate interventions (5marks)
- b. By use of an example, describe an entrepreneur you know and its milestones to growing his/her business. (10 marks)
- c. List the theories of entrepreneurship (5marks)

QUESTION FIVE

- a) Every entrepreneur has to come up with a Business Plan in order to guide the smooth running of the Business of choice. Outline and briefly explain the essentials of a business plan (10Mks)
- b) Explain why a Business plan is a necessity in any Business (5marks)
- c) Give five main characteristics of a good Business Plan (5marks)