



MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

**FIRST YEAR SPECIAL/ SUPPLEMENTARY EXAMINATION FOR
BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING**

BACHELOR OF SCIENCE IN PUBLIC HEALTH

BACHELOR OF EDUCATION

UCU 104: INTRODUCTION TO ENTREPRENEURSHIP

DATE: 22/3/2021

TIME: 2.00-4.00 PM

INSTRUCTIONS:

- This paper consists of two sections
- Section A is compulsory (30 marks)
- Answer any two questions from section B (Each 20 marks)

SECTION A

QUESTION ONE (30 MARKS)

Onyango and Sanya enterprise

After Onyango completed his secondary examination he was undecided on what he would do for future. His father advised him to start his own business and to pursue his studies through distance learning mode. Onyango reluctantly agreed. He entered into a partnership agreement with one of his school friends, Sanya. They decided to start a business of cold drinks with traditional mughlai aroma in a fashionable crowded street of Nairobi. Onyango and Sanya each invested kshs.50,000 as their respective capitals. They wanted to earn good profits. As they were new to the business they did not finalize deadlines for different activities as well as the quantity of different types of drinks aroma wise. Because of the novelty of their product their sales increased on daily basis. Ultimately a stage arose when they required to expand their business. For this, they did not take any timely action, but opened another branch in a remote area without assessing the relevance of the place regarding the business opportunity. However, Onyango's father advised them that their activities ought to be specific, measurable, attainable, relevant and time based.

- a) Sketch the SWOT analysis for the enterprise. (8 marks)
- b) Identify the concept that Onyango's father advised the entrepreneurs. (1 mark)
- c) Analyze three importance of the concept identified in (b) (6 marks)
- d) Explain to Onyango and Sanya ANY SEVEN benefits of writing a business plan (7 marks)
- e) In reference to the case study, discuss FOUR business opportunities in Machakos County that an entrepreneur can exploit. (8 marks)

QUESTION TWO (20 MARKS)

- a) Mr. Mwangi, an employee of ABC Company, has been posted to head the Sales Team in a branch company office located in Kisumu. As his supervisor, clearly explain to him the techniques he will use to motivate his staff. (10 marks)
- b) Differentiate between a leader and a manager (10 marks)

QUESTION THREE (20 MARKS)

- a) Explain FIVE ways in which the government contributes to the development of entrepreneurship. (10 marks)
- b) Discuss any FIVE challenges that Micro and Small enterprises face in Kenya (10 marks)

QUESTION FOUR (20 MARKS)

- a) Marketing plan is an important component of a business plan. Explain the sections of this component. (10 marks)
- b) Describe any FIVE entrepreneurial characteristics that are most cited among Kenyan successful entrepreneurs. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Explain any FIVE entrepreneurial competences that entrepreneurs possess in order to run a successful enterprise. (10 marks)
- b) Examine the functions of networking in a business organization. (10 marks)