



MACHAKOS UNIVERSITY

University Examinations for 2017/2018 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BANKING, ACCOUNTING & FINANCE

FIRST YEAR FIRST SEMESTER EXAMINATION FOR
BACHELOR OF SCIENCE IN MATHEMATICS AND COMPUTER SCIENCE
BACHELOR OF SCIENCE IN STATISTICS AND PROGRAMMING

UCU 104: ENTREPRENEURSHIP

DATE: 18/12/2017

TIME: 2:00 – 4:00 PM

INSTRUCTIONS:

Answer Question One and any other Two Questions

QUESTION ONE (COMPULSORY) (30 MARKS)

1. a) Explain the meaning of the following terms as used in entrepreneurship.
 - i) Entrepreneur
 - ii) business opportunity
 - iii) business idea
 - iv) equity capital (8 marks)
- b) You have been requested to prepare a business plan for Hela Poa dairy company which is starting its business operations in January 2018. Identify **six** items you would include in their marketing plan. (6 marks)
- c) Describe the business roles played by the following as entrepreneurs.
 - i) Shareholders
 - ii) promoters
 - iii) risk takers
 - iv) directors (8 marks)
- d) Describe the **four** main functions of an entrepreneur in business organization. (8 marks)

2. a) Entrepreneurship is an attitude and a lifestyle. Identify **ten** entrepreneurial traits required of individual who is fully determined to promote the entrepreneurial spirit. (10 marks)
- b) You have recently identified a business opportunity and you are willing to determine the risks and returns in starting such a business. Using **five** relevant factors, state and describe how you would assess the viability of the potential business. (10 marks)
3. a) You have been invited by a development committee group in Machakos county to advise on different ways of identifying a business opportunity. Identify and describe any **seven** sources of business ideas you would recommend to a willing entrepreneur. (14 marks)
- b) Identify **six** main resources required by the entrepreneur to implement their business ideas. (6 marks)
4. a) Before starting a business an entrepreneur will always choose the character to assume in business activities. Identify and explain the nature of any **six** types of entrepreneurs. (12 marks)
- b) Explain **four** benefits of preparing a business plan. (8 marks)
5. (a) state and explain five important roles of entrepreneurship to an economy. (10 marks)
- b) Explain any **five** major factors considered by an entrepreneur when locating his business. (10 marks)