



MACHAKOS UNIVERSITY COLLEGE

**(A Constituent College of Kenyatta University)
University Examinations for 2015/2016 Academic Year**

SCHOOL OF BUSINESS AND ECONOMICS

**DEPARTMENT OF BUSINESS ENTREPRENEURSHIP AND MANAGEMENT
SCIENCES**

**SECOND SEMESTER EXAMINATION FOR
DIPLOMA IN SUPPLY CHAIN MANAGEMENT**

DIPLOMA IN PROCUREMENT

BBA 441: AGRICULTURAL MARKETING

Date:

Time:

INSTRUCTIONS

Answer Question One and any Other Two Questions

Answer Question ONE which is compulsory and any other two questions

QUESTION ONE (30 MARKS)

- (a) Define the term entrepreneurship. (2 marks)
- (b) State and explain four ways of identifying a business opportunity. (8 marks)
- (c) What is market? (2 marks)
- (d) How do markets determine the success of enterprise? (8 marks)
- (e) Describe five functions of the entrepreneur in a society. (10 marks)

QUESTION TWO (20 MARKS)

- (a) Explain any five characteristics an entrepreneur must have. In answering the question, explain whether an entrepreneur is born with traits or they can be learned. (10 marks)

- (b) Describe five entry requirements into self-employment. (10 marks)

QUESTION THREE (20 MARKS)

- (a) Most small scale enterprises carry out trading activities at a central location. Outline the measures an entrepreneur would take to gain a competitive edge over her competitors. (10 marks)
- (b) Explain the steps the Kenya government has taken in order to promote entrepreneurship. (10 marks)

QUESTION FOUR (20 MARKS)

- (a) Explain five internal factors that motivate a person to become an entrepreneur. (10 marks)
- (b) The entrepreneur has been recognized as a major contribution in the achievement of national development. Discuss. (10 marks)

QUESTION FIVE (20 MARKS)

- (a) Discuss the commonalities between creativity, innovation and entrepreneurship. (10 marks)
- (b) Explain five reasons why entrepreneurs and small firms have difficulties in accessing finance for start-up and expansion. (10 marks)



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SECOND SEMESTER EXAMINATION FOR CERTIFICATE IN BUSINESS
MANAGEMENT

CBM111: COMMERCE

Date: 3/8/2016

Time: 11:00 – 1:00 PM

INSTRUCTIONS

Answer Question One and any Other Two Questions

QUESTION ONE (30 MARKS)

- a) i) Define a need. (2 marks)
- ii) Highlight 5 points on the importance of specialization and division of labour. (5 marks)
- b) Distinguish between the following concepts. (6 marks)
- (i) Specialization and division of labour
- (ii) Insurance and gambling.
- (iii) Balance of trade and balance of payment
- c) i) Give three benefits of credit sale terms to the seller of goods and services. (3 marks)
- ii) Describe three functions of money. (3 marks)
- d) i) What is warehousing? Explain the importance of warehousing to a trader. (7marks)

- ii) Outline four types of securities traded in a stock exchange market. (4 marks)

QUESTION TWO (20 MARKS)

- a) Describe four factors that determine the amount of premium to be paid by the insured in life assurance. (8 marks)
- b) Explain six functions of financial institutions in financing of business operations. (12 marks)

QUESTION THREE (20 MARKS)

- a) i) Define production. (2 marks)
- ii) Using an illustration, explain four kinds of channels of distribution of goods and services. (8 marks)
- b) Describe five functions of stock exchange. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Explain five advantages of containerization in transportation of goods and services. (10 marks)
- b) Describe five factors to consider when selecting or choosing a warehouse. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Outline five positive effects of modern technology in the production of goods and services. (10 marks)
- b) Explain five natural barriers that hinder international trade. (10 marks)