



MACHAKOS UNIVERSITY

University Examinations for 2018/2019 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

FOURTH YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR
BACHELOR OF COMMERCE

SIT 205:.....

DATE:

TIME:

INSTRUCTIONS

Answer question one and any other two.

QUESTION ONE.

- a) Private companies vary from Public companies, Outline five disadvantages of running a public company. (5 marks)
- b) Analyze the importance of taking risks. (8 marks)
- c) Give reasons why an entrepreneur should evaluating a business opportunity before exploiting it. (10 marks)
- d) Outline the importance of business competition. (7 marks)

QUESTION TWO

- a) Starting a business is a process. Discuss the steps to follow when starting a business. (10 marks)
- b) Explain eight sources of business ideas that an entrepreneur can utilize. (10 marks)

QUESTION THREE

Good business planning is associated with business success.

- I. Outline the importance of business plan. (5 marks)
- II. Prepare the following contents of the business plan
 - a. Marketing plan. (10 marks)
 - b. Operational plan. (5 marks)

QUESTION FOUR

- a) Advice a young entrepreneur on the 4Cs of credit. (10 marks)
- b) Explain the three major ways of using business finance. (10 marks)

QUESTION FIVE

- a) There are different forms of businesses. Discuss four forms of business registration. (12 marks)
- b) Entrepreneurs vary. Discuss five myths of entrepreneurship. (8 marks)