



MACHAKOS UNIVERSITY

University Examinations for 2018/2019 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

FIRST YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF

ECU 104-ENTREPRENEURSHIP

DATE:

TIME:

INSTRUCTIONS: Attempt Question ONE and any other TWO question

Instructions

- 1) Answer question one and any other two.
- 2) Time 2 hours.

Question one

Zack a Kenyan entrepreneur started his business 15 years ago .He enjoys repairing vehicles. Certainly, his training skill on mechanical engineering at Zombe Technical Training Institute in Lamu county provided the skills needed in doing his day to day activities in his business. In addition his electrical engineering skills enables him to do proper wiring of vehicles and even at times he gets work to do in the construction industry. Zack has gained a lot of experience in both construction and motor vehicle industry. However, he has been facing a challenge in advertising for his business, though he has been thinking of attending a short course in marketing. He wishes to use the marketing knowledge and skills in expanding his business. Zack enjoys a lot of satisfaction after satisfying his customer's needs and most of his clients also return to his business for services. Zack wishes to acquire a loan to expand his business.

Required;

- a) Advise Zack on Entrepreneurial competencies required in running the business. (10 marks)
- b) Outline the marketing strategies that Zack can use in running his business. (8 marks)
- c) Advise Zack on the major uses of a business loans. (6 marks)
- d) Explain to Zack the importance of preparing a business plan. (6 marks)

Question two

- a) Political factors contribute to entrepreneurship growth. Discuss five political factors that lead to entrepreneurial growth. (10 marks)
- b) Critic five myths of entrepreneurship. (10 marks)

Question three

- a) Analyze the steps to follow when starting a small business. (10 marks)
- b) Prepare an operational business plan for a business of your own choice. (10 marks)

Question four

There are many factors that contribute to the growth of entrepreneurship in any economy. Analyze seven factors stating how they contribute to the growth of entrepreneurship. (20 marks)

Question five

- a) Analyze seven types of entrepreneurs. (10 marks)
- b) Business location influences chances of business success .Discuss the factors that an entrepreneur should consider when selecting business location. (10 marks)