



MACHAKOS UNIVERSITY

University Examinations for 2018/2019 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

FIRST YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR

BACHELOR OF SCIENCE (COMPUTER SCIENCE)

SCO 404: ENTREPRENEURSHIP

DATE: 27/9/2019

TIME: 11:– 10:30 AM

INSTRUCTIONS

Answer question one and any other two.

QUESTION ONE

- a) Advise an entrepreneur on the major traits of an entrepreneur. (10 marks)
- b) Analyze the functions of the marketing in the market. (7 marks)
- c) Outline the selling and negotiation techniques. (7 marks)
- d) Discuss the importance of innovation. (6 marks)

QUESTION TWO

- a) Entrepreneurs vary and there are many categories of entrepreneurs in the economy. Analyze eight different types of entrepreneurs . M(10 marks)
- b) Starting a business is a process. Advice a young graduate who wishes to start a business on the steps to follow when starting a business. (10 marks)

QUESTION THREE

- a) Explain the functions of management. (10 marks)
- b) Analyze five factors to consider when evaluating ideas and explain how an entrepreneur can utilize the information. (10 marks)

QUESTION FOUR

- a) Political factors contribute to the growth of entrepreneurship. Critic the statement. (10 marks)
- b) Explain the contributions of entrepreneurship activities to economic development (10 marks)

QUESTION FIVE

Planning a business is a requirement for the success of the business. Discuss the content of a business plan (20 marks)