



MACHAKOS UNIVERSITY

University Examinations for 2017/2018 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS, ENTREPRENEURSHIP & MANAGEMENT SCIENCE

FIRST YEAR FIRST/SECOND SEMESTER EXAMINATION FOR

DIPLOMA IN INFORMATION TECHNOLOGY

DIPLOMA IN EDUCATION (ARTS)

DIPLOMA IN PROCUREMENT

ENT 100/DPS 106/BBA 0203: ENTREPRENEURSHIP EDUCATION AND BUSINESS
PLAN

DATE: 5/12/2017

TIME: 8:30 – 10:30 AM

INSTRUCTIONS:

Answer Question ONE and any other TWO Questions.

QUESTION ONE (COMPULSORY) (30 MARKS)

- (a) “It is not compulsory for any given business to have a Business plan for it to succeed in its operations”. Discuss this statement. (10 marks)
- (b) Intellectual property rights is a major concern in entrepreneurship. Explain four items an entrepreneur would consider before applying for a patent. (10 marks)
- (c) Outline five roles of small businesses in the development of the Kenyan economy. (10 marks)

QUESTION TWO (20 MARKS)

- (a) Employees have a stake in the success of any business. Discuss five ways you can use to motivate employees to work for you in your growing supermarket. (10 marks)
- (b) Highlight five characteristics that a success entrepreneur would need to have. (10 marks)

QUESTION THREE (20 MARKS)

- (a) In business, entrepreneurs are both internally and externally motivated. Discuss any five elements of external motivation. (10 marks)
- (b) Write short note on the following terms: technology, innovators, creativity, intrapreneurship and business plan. (10 marks)

QUESTION FOUR (20 MARKS)

- (a) You have won yourself 1 million shillings and you are contemplating to leave your current job to be self-employed. Discuss in details any five factors you would consider in making your decision. (10 marks)
- (b) Discuss any five factors you would consider in selecting business finance. (10 marks)

QUESTION FIVE (20 MARKS)

- (a) Your friend has an interest in starting her own business and does not have a clue of where to get ideas of starting the business from. Give her any five guidelines. (10 marks)
- (b) You have been approached by an entrepreneur whose business has been experiencing problems. In your advice to the entrepreneur, you warned him to be careful since his business can fail due to various reasons. Discuss in details any five reasons you may have given the entrepreneur. (10 marks)