



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

FOURTH YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (COMPUTER SCIENCE)

SCO-404 ENTREPRENEURSHIP

DATE: 11/12/2019

TIME: 2.00-4.00 PM

INSTRUCTIONS:

Answer Question ONE and any other TWO Questions.

QUESTION ONE (30 MARKS)

- a) Analyze the factors an entrepreneur would have to consider when evaluating a good business idea. (6 marks)
- b) Discuss eight factors to consider when starting a business. (10 marks)
- c) Explain the factors to consider when identifying a business location. (8 marks)
- d) Outline the importance of business plan. (6 marks)

QUESTION TWO (20 MARKS)

- a) Analyze the characteristics of good negotiation skill. (12 marks)
- b) Discuss on the importance of taking risks in businesses. (8 marks)

QUESTION THREE (20 MARKS)

The government of Kenya encourages student graduates to join self employment. Critic formal employment against self employment (20 marks)

QUESTION FOUR (20 MARKS)

Operating a business without a business plan is like driving a car at night without lights. Prepare the following parts of a business plan.

- a) Marketing plan. (12 marks)
- b) Operational plan. (8 marks)

QUESTION FIVE (20 MARKS)

- a) Entrepreneurs contribute a lot to economic growth. Analyze the role of entrepreneurs in economic development. (10 marks)
- b) Discuss the major entrepreneurial competencies. (10 marks)