



MACHAKOS UNIVERSITY

University Examinations for 2022/2023 Academic Year

SCHOOL OF BUSINESS, ECONOMICS AND HOSPITALITY AND TOURISM

MANAGEMENT

DEPARTMENT OF BUSINESS ADMINISTRATION AND FINANCE

THIRD YEAR SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN HOSPITALITY & TOURISM MANAGEMENT

BACHELOR OF SCIENCE IN BUILDING & CIVIL ENGINEERING

BACHELOR OF SCIENCE IN ELECTRICAL & ELECTRONICS ENGINEERING

BACHELOR OF SCIENCE IN MECHANICAL ENGINEERING

SHT411 ENTREPRENEURSHIP FOR H & T MANAGEMENT

ECU302: INNOVATION & ENTREPRENEURSHIP

TIME:

DATE:

INSTRUCTIONS

- i. The paper consists five questions*
- ii. Question 1 is compulsory - 30 marks.*
- iii. Answer any OTHER TWO questions - each 20 marks*

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Identify the SIX Cs that may motivate an entrepreneur. (6 marks)
- b) Differentiate a Limited Liability Company from a Limited Partnership. (4 marks)
- c) Defend two traits that you would consider crucial for an entrepreneur to have. (6 marks)
- d) Outline any FOUR ways of identifying a business opportunity. (4 marks)
- e) Examine any THREE factors that may prohibit the development of an entrepreneurial culture in a region of your choice. (6 marks)
- f) Explain in a short paragraph, the Sociological Approach to Entrepreneurship. (4 marks)

QUESTION TWO (20 MARKS)

- a) Explain the steps that the Kenyan government has taken over time in order to promote entrepreneurship. (8 marks)
- b) Attitude is a feeling or opinion about something or someone. In this regard, explain briefly SIX attitudinal competency attributes that an entrepreneur should have. (12 marks)

QUESTION THREE (20 MARKS)

- a) Explain ANY FIVE benefits of a business plan. (10 marks)
- b) There are many myths and misconceptions that surround entrepreneurship. Disprove TEN of these myths to encourage a friend of yours who is struggling with his start up in order for him to move on. (10 marks)

QUESTION FOUR(20 MARKS)

- a) Evaluate any FIVE internal factors that may motivate you to become an entrepreneur as opposed to an 8 am to 5 o'clock job. (10 marks)
- b) With the help of clear examples, explain the FIVE steps in the innovation process. (10 marks)

QUESTION FIVE (20 MARKS)

- a) You have been invited to talk to a small group of informal sector entrepreneurs about protection of their creations. Recommend to them the steps they should take to enforce secrecy in their enterprises. (10 marks)
- b) Analyze TEN benefits an enterprise may derive from incorporating and utilizing ICT in its activities. (10 marks)