



MACHAKOS UNIVERSITY

University Examinations for 2018/2019 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

SECOND YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR

BACHELOR OF SCIENCE (INFORMATION TECHNOLOGY)

SIT 205 : ENTREPRENEURSHIP AND BUSINESS PLANNING

DATE: 26/7/2019

TIME: 8:30 – 10:30 AM

INSTRUCTIONS

Answer Question One and Any Other Two.

QUESTION ONE

- a) Business plan contributed to success of a business.
 - 1. Discuss the importance of a business plan (5 marks)
 - 2. Analyze the content of organizational plan for a business plan. (8 marks)
- a) Outline the characteristics of a successful entrepreneur (5 marks)
- b) Discuss the importance of taking risks in a business (7 marks)
- c) Analyze the factors to consider when evaluating on a good business idea (5 marks)

QUESTION TWO

- a) There are different myths that explain the evolution of entrepreneurship. Discuss five myths of entrepreneurship. (10 marks)
- b) Business opportunity identification is a process .Discuss the factors to consider when evaluating good business location. (10 marks)

QUESTION THREE

- a) Starting and running a business is a process. Discuss the causes of business failure (10 marks)

- b) There various forms of businesses. Explain three types of businesses (10 marks)

QUESTION FOUR

- a) Financial management contributes to the success of a business. Advise on the uses of business finance. (10 marks)
- b) Discuss the role of entrepreneurship to economic development. (10 marks)

QUESTION FIVE

- a) Economic factors contribute to entrepreneurship growth in the country. Discuss five economic factors that influence entrepreneurship growth. (10 marks)
- b) Analyze the content of a marketing plan of a business plan. (10 marks)