



MACHAKOS UNIVERSITY

University Examinations for 2018/2019 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

FIRST YEAR SECOND SEMESTER EXAMINATION FOR

DIPLOMA IN PROCUREMENT AND SUPPLY CHAIN MANAGEMENT

HUMAN RESOURCE MANAGEMENT

BUSINESS MANAGEMENT

ENTREPRENEURSHIP

DATE: 17/4/2019

TIME: 2:00 – 4:00 PM

INSTRUCTIONS:

Answer ALL the questions

1. a) Define the following terminologies;
 - i) Pattern multiplier (2 marks)
 - ii) Invention (2 marks)
 - iii) Entrepreneurial opportunity (2 marks)
 - iv) Entrepreneurial motivation (2 marks)
 - v) Bussiness Enterprise (2 marks)
- b)
 - i) Briefly explain the roles of an entrepreneur in a business (6 marks)
 - ii) Outline four differences between creativity and innovation (4 marks)

2. a) Explain the cultural factors that inhibit entrepreneurial development in Kenya and how to overcome them (10 marks)
- b) Discuss five ways of generating business ideas (10 marks)
- 3 a) Highlight ways of identifying a viable business opportunity (5 marks)
- b) Explain the entrepreneurs internal and external motivational factors in a business venture. (10 marks)
- c) Highlight on any two external motivators the Kenya government has provided to the entrepreneurs. (5 marks)
4. a) Explain the challenges that one faces when starting a small business in Kenya today.
- b) Describe the business life cycle (12 marks)
- 5 a) Describe the different forms of legal business ownerships. (6 marks)
- b) State the advantages and disadvantages of each of the above (12 marks)
- c) Highlight the importance of a legal business (2 marks)