



MACHAKOS UNIVERSITY

University Examinations for 2018/2019 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

FOURTH YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR

BACHELOR OF SCIENCE (COMPUTER SCIENCE)

SCO 404-ENTREPRENEURSHIP

DATE: 31/7/2019

TIME: 8.30-10.30 AM

INSTRUCTIONS: answer question one and any other two question

QUESTION ONE

It was on Monday morning when Mr. Kimuyu the CEO of Uwezo Designers was discussing challenges facing the Uwezo Company. Contributors from the key management Staff pointed out the need to diversify the company's products, for the company to remain competitive in the market. Several new products were suggested by the members. The Head Marketing department pointed out the importance of entrepreneurial attributes in the way of marketing the company's products and designs to position the company well. It was agreed an entrepreneurial consultant be brought in to work with the departments for professional advice. Assume you have been appointed as the professional entrepreneurial consultant.

Required;

- a) Advise the management on major entrepreneurial competencies an entrepreneur should have, that could help improve on the new products. (10 marks)
- b) Guide the management on the marketing strategies to use in positioning the Uwezo Company in the market. (7 marks)
- c) Outline the selling and negotiation techniques to use. (7 marks)
- d) Discuss with the management on the factors to consider when selecting the new market locations. (6 marks)

QUESTION TWO

- a) Entrepreneurs vary and there are many categories of entrepreneurs in the economy.
Analyze eight different types of entrepreneurs. (10 marks)
- b) Starting a business is a process. Advise a young graduate who wishes to start a business on the steps to follow when starting a business. (10 marks)

QUESTION THREE

- a) Explain the main component of business operational plan (10 marks)
- b) Analyze eight sources of business ideas and explain how an entrepreneur can utilize the information. (10 marks)

QUESTION FOUR

- a) Economic factors contribute to the growth of entrepreneurship .Critic the statement. (10 marks)
- b) Explain the contributions of entrepreneurship activities to economic development (10 marks)

QUESTION FIVE

Planning a business is a requirement for the success of the business .Discuss the content of a business plan (20 marks)