



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 SECOND SEMESTER EXAMINATION FOR
BACHELOR OF SCIENCE (TELECOMMUNICATION AND INFORMATION
TECHNOLOGY)

SPH 390: ENTREPRENEURSHIP

DATE:

TIME:

INSTRUCTIONS

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

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) In the 21st century the youths are encouraged to be innovative and creative. Explain FIVE reasons that oppose innovation. (10 marks)
- b) Describe FIVE factors that inhibit the development of an entrepreneurial culture in an organization. (10 marks)
- c) Discuss FIVE qualities of a good business opportunity. (10 marks)

QUESTION TWO (20 MARKS)

- a) With reference to new idea generation, describe the creative process. (10 marks)
- b) Describe FOUR types of innovations. (10 marks)

QUESTION THREE (20 MARKS)

- a) Entrepreneurs are faced with challenges of cultural diversity in their businesses. Discuss FIVE ways that could be used to overcome challenges of cultural diversity in businesses. (10 marks)
- b) Using an appropriate diagram describe “business life cycle”. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Explain functions of management. (10 marks)
- b) Describe five features of intrapreneurship. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Explain any FIVE benefits of social entrepreneurship to the organization. (10 marks)
- b) Outline ten contents of a partnership deed. (10 marks)