

600



*(KNOWLEDGE FOR DEVELOPMENT)*

**KIBABII UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**2017/2018 ACADEMIC YEAR**

**SECOND YEAR SECOND SEMESTER**

**MAIN EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF BSC RENEWABLE  
ENERGY AND BIOFUELS/ BSC BIOLOGY/ BIORESOURCE  
MANAGEMENT & CONSERVATION**

**COURSE CODE: ESM 305/IRD305**

**COURSE TITLE: ENTREPRENEURSHIP**

**DATE: 11/01/2018 TIME: 9.00 A.M – 11.00 A.M**

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**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE IN SECTION A AND ANY OTHER TWO (2)  
QUESTIONS IN SECTION B**

**TIME: 2 HOURS**

KIBUCO observes ZERO tolerance to examination cheating

This Paper Consists of 4 Printed Pages. Please Turn Over. ▶

## **SECTION A ( COMPULSORY)**

### QUESTION ONE

a). Twenty year old Cynthia now in her second year at Kibabii University is planning to start her own business. She has taken mechanical lessons since she was twelve and is regarded as a very good mechanic. The thought has occurred to her that she could establish a garage in Bungoma town and offer repair and maintenance services to the locals. The prospect sounds more attractive than looking for a salaried job when she graduates.

i. among the various motivators or rewards of entrepreneurial career, identify three of the greatest rewards of entrepreneurship she is likely to enjoy.(6mks)

ii. If Cynthia opens a garage, what type of an entrepreneur will she be? (2mks)

b) Define the Partnership Deed and state its purpose (2mks)

c). describe common mistakes that Entrepreneurs make in writing a business plan (10mks)

d). Highlight four main factors which may influence an Entrepreneur in choosing a promotional method (4mks)

e). Define the following terms (6mks)

i. Business Idea

ii. Business Opportunity

iii. Business Incubation

## **SECTION B (CHOOSE ANY TWO QUESTIONS)**

### QUESTION TWO

a) Describe any five challenges that Small Scale businesses face in their normal operations (10mks)

b) State any five benefits of Business Incubation (10mks)

### QUESTION THREE

a) Identify the factors to consider in choosing among the primary legal forms of organizations (8mks)

b) State and explain four different types of innovation (12mks)

#### QUESTION FOUR

- a) Give four motivations that may lead you to start a business from scratch rather than pursuing other alternatives such as buying a franchise or an existing business or joining a family business (8mks)
- b) State and explain any six traits of an entrepreneur (12mks)

#### QUESTION FIVE

- a) State and explain briefly the major sections to be included in a business plan (12mks)
- b) Identify the main benefits of E- Business to customers (8mks)