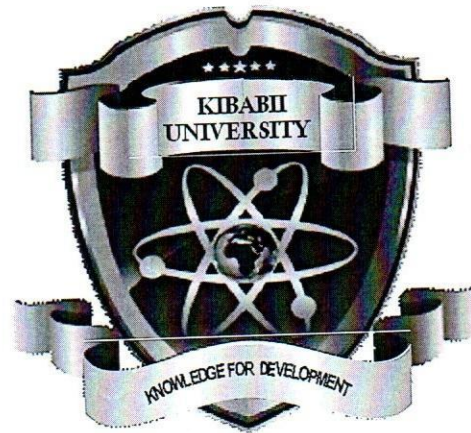


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**KIBABII UNIVERSITY**

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS  
2020/2021 ACADEMIC YEAR**

**FIRST YEAR SECOND SEMESTER**

**FOR THE DEGREE  
OF  
BACHELOR OF SOCIAL WORK & CRIMINOLOGY**

**COURSE CODE: SSW 122**

**COURSE TITLE: ENTERPRENEURSHIP & BUSINESS**

**DATE: 16<sup>TH</sup>/JULY/2021**

**TIME: 2PM - 4PM**

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**INSTRUCTIONS TO CANDIDATES**

Answer question ONE (30 marks) and any other TWO questions (20 marks each)

TIME: 2Hours

Kibabii University observes ZERO tolerance to examination cheating

This Paper Consists of 2 Printed Pages. Please Turn Over. ▶

### QUESTION ONE,

Joy brings a self-sustaining children's home in Bungoma County wants to set up a modern food store as a way of generating revenue to meet its requirements. You are expected to advise the organization on the need to first develop a business plan before investing any amounts of money.

- a) Explain any five reasons for such a business plan [10 Marks]
- b) Assuming that you won a contract to develop a business plan for Joy brings. Explain five major components that you will introduce in the business plan [10 Marks]
- c) Briefly discuss any five possible means by which an entrepreneur may generate a food business idea [10 marks]

### QUESTION TWO

After generating a business idea, you need to do some evaluation to make a decision on which idea to pursue

- a) Clearly elaborate five salient features of a good business idea [5 marks]
- b) Briefly explain any Five sources of business and entrepreneurial ideas [5 marks]
- c) Twenty business ideas have been floated by members of your group in class for consideration. Briefly explain the salient features of a good business idea that would help you eliminate the non-viable ideas from the list [10 Marks]

### QUESTION THREE

Wanyama intends to set up a chips den within the compound of Kibabii University after winning a canteen tender. He needs a capital of Ksh. 600,000. Equity financing would probably give him Ksh. 200, 000.

- a) Advise him on three possible equity sources that he may need to consider [10 Marks]
- b) Briefly discuss the factors that Wanyama should consider in selecting the second source of funding [10 Marks]

### QUESTION FOUR

John wants to set up a bookshop business at Chwele market in Bungoma county after selling fourty tons of sugar cane from his farm. He feels self-sufficient in this venture.

- a) (i) Identify the form of business enterprise proposed by John [2 Marks]  
(ii) Describe the merits of this form of business [8 Marks]
- b) Discuss the disadvantages that John is likely to encounter with this type of business enterprise [10 Marks]

### QUESTION FIVE

Kamala Breweries founded by one entrepreneur in 2008 is among the nation's largest beer producer. The company has recently opened a subsidiary in the rural of Kibabii region to manufacture its brands of beer locally.

- a) Briefly explain the role this entrepreneurial activity will play in the political and socio-economic development of Kibabii region [6 Marks]
- b) Discuss the steps taken by the national government in promoting entrepreneurship within the country [8 Marks]
- c) Business has been recognized as a major contribution in the achievement of national development. Discuss [6 Marks]