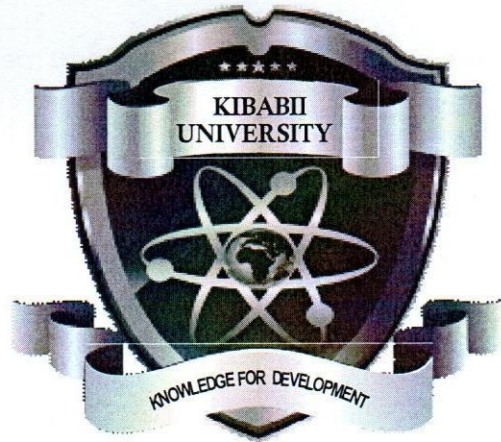


KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS 2020/2021 ACADEMIC YEAR FIRST YEAR SECOND SEMESTER MAIN EXAM

**FOR THE DEGREE OF BACHELOR OF SCIENCE IN
COOPERATIVE AND ENTREPRENEURSHIP MANAGEMENT**

COURSE CODE: ENT 121

COURSE TITLE: ENTREPRENEURSHIP THEORY

DATE: 12/07/2021

TIME: 8.00AM-10.00AM

INSTRUCTION TO CANDIDATES

- 1) The paper contains **FIVE** questions
- 2) Attempt **THREE** questions
- 3) Question **ONE** is Compulsory

TIME: 2 Hours

KIBU observes ZERO tolerance to examination cheating

QUESTION ONE (30 MARKS)

- a) Entrepreneurship is best practiced within the SMEs. Justify this statement. (5 MKS)
- b) All entrepreneurs are business people but not all business people are entrepreneurs. Justify this statement (5 MKS)
- c) Discuss the various characteristics of theories (5 MKS)
- d) **Make short notes on the following concepts as used in entrepreneurship**
- i. Motivation theory (5 MKS)
 - ii. Need for achievement theory (5MKS)
 - iii. Opportunity (5MKS)

QUESTION TWO (20 MARKS)

Entrepreneurs operate within an entrepreneurial environment which influences their success or failure.

- a) Discuss at least five the elements of entrepreneurial environment (10 MKS)
- b) With examples discuss the challenges of conducting SWOT analysis in a business environment. (10 MKS)

QUESTION THREE (20 MARKS)

- a) Discuss at least five challenges entrepreneurs face when accessing funds from commercial banks in Kenya. (10 Marks.)
- b) Discuss five sources of funding for entrepreneurs in Kenya apart from conventional commercial banks. (10 MKS)

QUESTION FOUR (20 MARKS)

Entrepreneurs generate business ideas to help them innovate products and services.

- a) Discuss at least five means entrepreneurs use to generating business ideas (10 MKS)
- b) Outline five solutions to challenges facing innovators in Kenya (10 MKS)

QUESTION FIVE (20 MARKS)

Entrepreneurship theories for a long time have helped us to identify the sources of entrepreneurs.

- a) Discuss the main features of innovation theory (10MKS)
- b) Under what circumstances can the innovation theory not be applicable (10MKS)