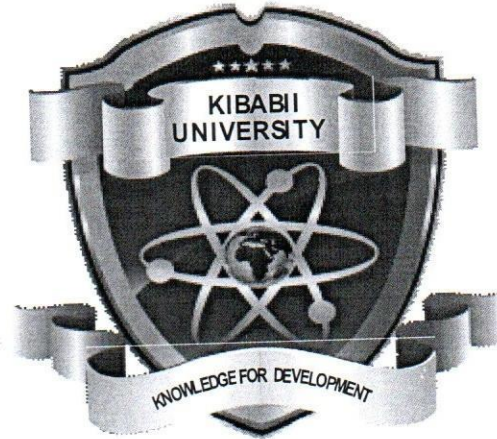


KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

2019/2020 ACADEMIC YEAR
THIRD YEAR FIRST SEMESTER
SPECIAL/SUPPLEMENTARY EXAMINATION

FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BCE 305

COURSE TITLE: ENTREPRENEURSHIP

DATE: 10/02/2021

TIME: 2.00PM-4.00PM

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

“Joseph Schumpeter defined innovation as a **KEY** component of Entrepreneurship. “ Explain five ways in which innovation can occur within an organization as proposed by Schumpeter. {20 Marks}

QUESTION TWO

Discuss the Psychological Entrepreneurship Theory carefully citing its proponents {20 marks}

QUESTION THREE

Explain at least ten {10} reasons that propel women to go into business in Kenya today. {20 marks}

QUESTION FOUR

“Medium and small scale businesses {MSSEs} have had a tremendous contribution to Kenya’s economy.” Discuss {20 marks}

QUESTION FIVE

- a) Explain the components of a marketing plan. {10 marks}
- b) Explain how the Kenya government has helped youth entrepreneurs todate. {10 marks}