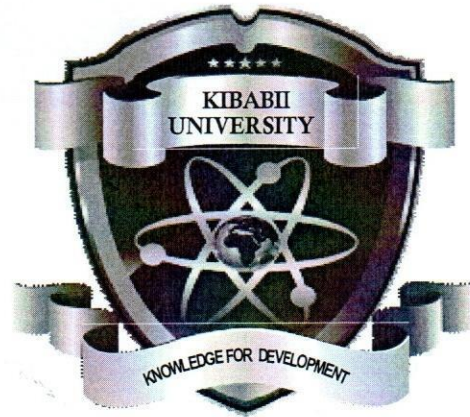


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KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

**2020/2021 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER
MAIN EXAMINATION**

FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BCE 311

COURSE TITLE: FUNDAMENTALS OF ENTREPRENEURSHIP

DATE: 20/07/2021

TIME: 2.00PM-2.00PM

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

- (a) Define the following terminologies/concepts (10 marks)
- a) Entrepreneurship
 - b) Self-employment
 - c) Business opportunities
 - d) Business ideas
 - e) SWOT Analysis of Business Environment
- (b) Discuss using distinct examples five sources of Business finances for Entrepreneurial Development. (10 marks)
- (c) You have been called for an interview in Coca-Cola Africa group to be a General Manager for East and Central Africa. You have been asked to enumerate TEN sources of business ideas in order to promote sales and marketing in the region. List and explain at least TEN sources of business ideas for starting new business opportunities. (10 marks)

QUESTION TWO

- (a) Discuss how the following Theories of Entrepreneurship fit to be useful in the context and framework of Business Ventures (10 marks).
- (i) Resource-Based Theory of Entrepreneurship.
 - (ii) Sociological theory of entrepreneurship.
- (b) You have been appointed as a Managing Director of East Africa Breweries. The company is supposed to relocate to West Africa in the next six months. You have been asked to write a report explaining why such a decision will be useful or useless. In this context, list and explain FIVE reasons why decision making is an important aspect to management. (10 marks)

QUESTION THREE

You are a top-notch researcher appointed by United Nations Development Program (UNDP) to carry out a SWOT analysis (SWOT) in Kenya, Uganda and Rwanda because the organization intends to give financial support to Small and Medium Enterprises for entrepreneurship development. As a researcher, you have been tasked by carrying out this assignment using PESTEL framework. Use this framework to carry out a thorough SWOT analysis. (20 marks)

QUESTION FOUR

Kenya is a signatory to the International Labour Organization (ILO). During its last international meeting, it was resolved that delegations from member countries design appropriate youth friendly interventions that could resolve youth unemployment. As a minister of Labour and Social Protection in President Uhuru Kenyatta's government, you have been tasked to come up with interventions that could help in the development of entrepreneurship development programmes in Kenya. Write and develop appropriate policy issues that could be presented to the president.

(20 marks)

QUESTION FIVE

The Kenya youth is a vulnerable person due to rapid unemployment despite having acquired university education. The Kenya Youth Agenda (a loose youth forum), has engaged various other youth forums in Kenya advising them on the benefits of entrepreneurship education and training in the Kenya Educational Institutions. Kibabii university Students Organization has mobilized all Fourth-year students and sensitized them on the benefits of entrepreneurship training. As a student of this university discuss the benefits of entrepreneurship education to the Kenyan youths.

(20 marks)