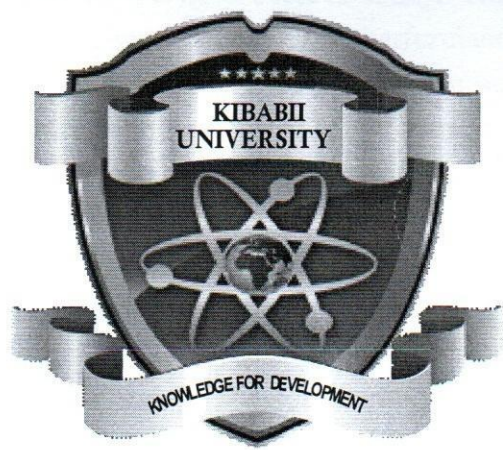


150

KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS 2021/2022 ACADEMIC YEAR THIRD YEAR FIRST SEMESTER

MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BCE 311

COURSE TITLE: ENTREPRENEURSHIP

DATE: 18/05/2022

TIME: 2.00 – 4.00PM

INSTRUCTION TO CANDIDATES

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

KIBU observes **ZERO** tolerance to examination cheating

QUESTION ONE

Entrepreneurs are pioneers to business success today. They detect opportunities, leading to a new opinion or innovation and good performance become a standard in the era of free enterprise. Entrepreneurs create a new business and facing an uncertain situation in order to gain profit and growth to identify opportunities and provide the resources to achieve it. Entrepreneurs usually start with the idea that there is only and always a simple idea and provide the necessary resources to move those ideas that are appropriate to the business. Other than that, Kuratko & Hodgetts (2004), define the entrepreneur as a person who is trying to organize, manage and take risks in business. Entrepreneurs are also a catalyst for economic change using search for a particular purpose, careful planning and appropriate consideration when making any business process. With optimistic and committed to work with creative entrepreneurs to acquire new resources and renewing old source to the new capacity, all this is only intended to create a profit. Use the above information to answer the following questions;

- a) Identify and explain the five main character traits possessed by entrepreneurs that facilitate their success (10 Marks)
- b) Entrepreneurship is important to the society but it has its dark side, explain (10 Marks)
- c) As a junior consultant, you've been requested by one of the local training institution to give a lecturer on how people acquire and screen business ideas. Elaborate using relevant examples (10 Marks)

QUESTION TWO

- a) Explain any five reasons why any government should invest on entrepreneurship (10 Marks)
- b) Identify and explain five avenues that a person can utilize in order to be a successful entrepreneur (10 Marks)

QUESTION THREE

- a) At any given time, you can't be both a manager and an entrepreneur, confirm the above statement (10 Marks)
- b) Explain five ways how creativity is important in entrepreneurship (10 Marks)

QUESTION FOUR

- a) Give information on the five step process of entrepreneurship (10 Marks)
- b) Many businesses don't celebrate their 3rd or 4th birthdays. Justify what causes that consequence (10 Marks)

QUESTION FIVE

- a) Differentiate between the market and marketing in reference to entrepreneurship (10 Marks)
- b) Explain why entrepreneurship is a continuous process not an event (10 Marks)