

KIBABII UNIVERSITY



**UNIVERSITY EXAMINATIONS
2021/2022 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER**

SPECIAL/SUPPLEMENTARY EXAMINATION

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

COURSE CODE: ENT 111

**COURSE TITLE: FUNDAMENTALS OF
ENTREPRENEURSHIP**

DATE: 15/07/2022

TIME: 8.00 – 10.00AM

INSTRUCTION TO CANDIDATES

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

TIME: 2 Hours

KIBU observes ZERO tolerance to examination cheating

QUESTION ONE..... (30 MARKS)

A high percentage of new ventures fail. Most studies have found that the factors underlying the failure of new ventures are within the control of the entrepreneur. However, this does not stop the entrepreneur to boldly go where no one has gone before. The best example of this is the technology industry.

- a) Explain the reasons why new ventures fail? Use examples from the technology industry to highlight these failures. (15 MKS)
- b) What are the factors that an entrepreneur should consider critical in the assessment of a new venture? Use any industry as an example to answer this question.(15 MKS)

QUESTION TWO..... (20 MARKS)

Creativity is the mantra of entrepreneurship. Entrepreneurs who want to start a business are often unable to come up with new ideas.

- a) What is the process that you need to undergo as an entrepreneur to stimulate your creative juices and talents? (10 MKS)
- b) Explain this process with the help of an example. (10 MKS)

QUESTION THREE(20 MARKS)

- a) Discuss whether you are an entrepreneur in the context of concepts such as entrepreneurial characteristics and behaviors, Provide examples to illustrate your answers (15 MKS)
- b) Name and explain 5 drawbacks of entrepreneurship (5 MKS)

QUESTION FOUR(20 MARKS)

- a) How would you define a mission statement and a vision statement (4 MKS)

- b) Briefly discuss the SWOT analysis and the PESTEL analysis in the context of entrepreneurship (16 MKS)

QUESTION FIVE(20 MARKS)

- a) What is a business model? Why is it important for a firm to have a business model? (5 mks)
- b) Provide and discuss an example of a specific company's business model to illustrate your answer. (15 mks)