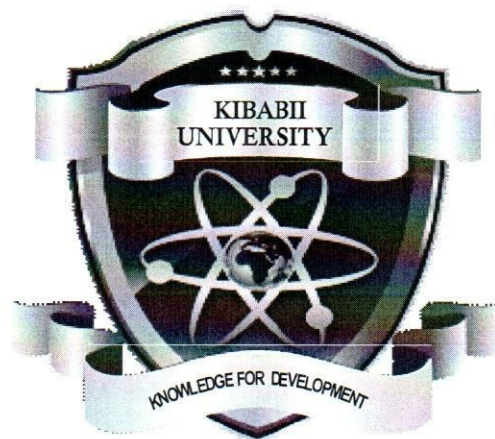


KIBABII UNIVERSITY



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: 27/01/2022

TIME: 9.00AM – 11.00AM

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

SECTION A; (30MKS)

1. a). The entrepreneur must identify an opportunity to undertake a new venture. Basing on this statement, explain techniques through which a business opportunity can be generated. **(8mks)**
- b) Identify and explain four risks of new venture formation **(12mks)**
- c) Describe five characteristics of an entrepreneur basing on the psychological perspectives of an entrepreneur. **(5mks)**
- d) Define business planning and elaborate on its importance in a new venture creation **(5mks)**

SECTION B; (40MKS)

2. a). The quality of decision making is to be judged on the rationality and not necessarily on the result it produces. Identify and explain the problems involved in making rational decisions. **(10mks)**
- b). What are the essentials of a good plan in in entrepreneurial mindset **.(10mks)**
3. a). The feasibility of a project is found out on the basis of a number of aspects. highlight and give an explanation of such aspects. **(10mks).**
- b). An important decision an entrepreneur has to take is in respect of locating the business enterprise. What are the factors considered before locating the business unit or plan. **(10mks)**
- 4.a). Highlight and explain the components in the macroeconomic business environment **(10mks)**
- b). What are the important factors operating in the technological environment in the macro economic environment. **(10mks)**
5. a). Discuss the role of diversity in entrepreneurship. **(10mks)**
- b). Discuss the decision making process in an individual's entrepreneurial perspective **(10mks).**