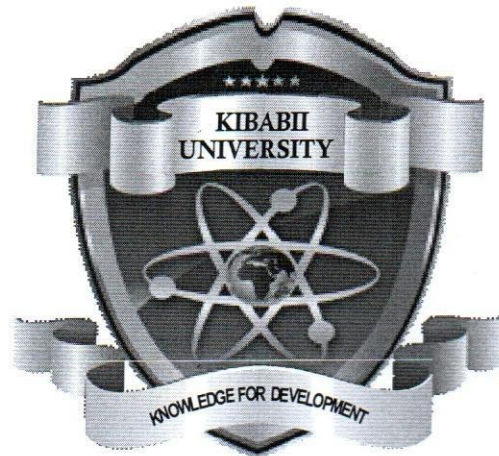


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# KIBABII UNIVERSITY



**UNIVERSITY EXAMINATIONS**

**2021/2022 ACADEMIC YEAR**

**THIRD YEAR FIRST SEMESTER**

**MAIN EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF SCIENCE  
IN RENEWABLE ENERGY & BIOFUELS  
TECHNOLOGY**

**COURSE CODE: ESM 305**

**COURSE TITLE: ENTREPRENEURSHIP**

**DATE: 26/05/2022    TIME: 9.00AM – 11.00AM**

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**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 (COMPULSORY)

- a) Discuss the various methods that Entrepreneurs adopt in enforcing ethical codes of Conduct in the workplace. (10 Marks)
- b) The entrepreneur's attention should be focused on his customers at all times as they are the stakeholders whose influence on the business is most crucial. Explore the main responsibilities of the Entrepreneur to the customers. (10 Marks)
- c) Examine the various ways through which an entrepreneur can Finance their business ventures. (10 marks)

### QUESTION TWO

- a) State and explain four ways of identifying business opportunities (5 marks)
- b) Give a brief account of how markets determine the success of an enterprise. (5 marks)
- e) Describe 5 function of the entrepreneur in a society. (10 marks)

### QUESTION THREE

Waswa, a young graduate from Kibabii University has opened a small restaurant in Kanduyi Township using his little savings he made while in college. He is mainly targeting the working groups in Bungoma and it's surrounding as well as travellers.

- a) Identify and explain the various methods that Waswa can adopt to make known his new business venture. (12 Marks)
- b) Examine the various Managerial Traits that Waswa should possess to be able run the venture successfully (8 Marks)

### QUESTION FOUR

Explain the various renewal strategies that an entrepreneur can use to rejuvenate a declining business venture. (8 Marks)

- a) Highlight four factors that favour entrepreneurial growth in Kenya today. (4 Marks)
- b) The Government of Kenya through the Ministry of trade and Industry has developed policies to promote entrepreneurship. Explain the importance of such an Initiative to the economy of Kenya. (8 Marks)

### **QUESTION FIVE**

Entrepreneurs can take advantage of the complementary nature of the various businesses in the economy in which they operate through networking:

- a) Define Network and clearly discuss the key Motivations of Networking. (10 Marks)
  
- b) Explore the various types of Networking that different Entrepreneurs take advantage of to grow and expand their business entities. (10 Marks)