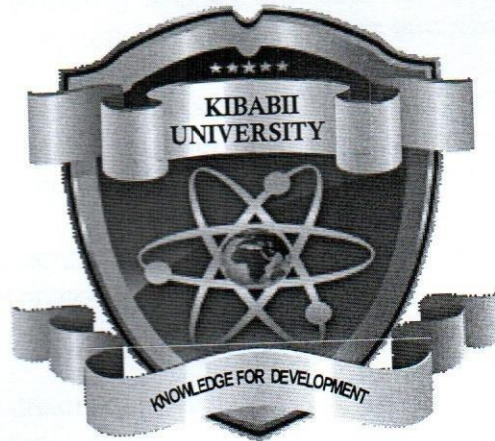


KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

**2021/2022 ACADEMIC YEAR
THIRD YEAR FIRST SEMESTER
MAIN EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF
CRIMINOLOGY AND BACHELOR OF SOCIAL
WORK**

COURSE CODE: SSW 122

**COURSE TITLE: INTRODUCTION TO
ENTREPRENEURSHIP AND BUSINESS**

DATE: 13/05/2022 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

QUESTION ONE

- a) Entrepreneurs are opportunity seekers. List and explain five future opportunities that youths need to position themselves to venture into now, soon or later (10 Marks).
- b) Technology continues to drive business to new levels significant to the growth of business and entrepreneurship both locally and internally. Discuss the role of technology in entrepreneurship development in the new business world. (10 Marks)
- c) Discuss five characteristics of a good business ideas for future business investment and entrepreneurship engagement. (10 marks)

QUESTION TWO

- a) People dream and dream big. Many people world-wide think daily of starting small and big business. However, they lack knowledge, expertise and technical aspects of even seeking for funding for their dream business opportunities. As a student of business and entrepreneurship, advise these people who dream of starting business opportunities and more specifically start with advising them on the process of starting a small business. (10 marks)
- b) List and explain five ways in which entrepreneurs can improve their business skills (10 marks)

QUESTION THREE

- a) Mount Kenya University initially called Thika Technical college which was offering TVET courses approached Equity Bank for initial financing with the purpose of setting up A Multi-Billion Mount Kenya University. However, the proprietor of MKU was tasked with coming up with business plan so that he could be funded. Briefly discuss key steps and Components of drafting a business plan (10 Marks)
- b) Explain five features of small enterprises business policies (10 marks)

QUESTION FOUR

- a) Entrepreneurs never engage in ventures which they believe will not bear fruits. Indeed, they are enthusiastic, confident and determined to invest in resources with the spirit of success. Entrepreneurs are people with high and burning spirits for success now and in future. Indeed, some entrepreneurs are ignorant about the entrepreneurship development success factors. As a young graduate of entrepreneurship, advise him/her of the emerging entrepreneurship success factors now and in future. (10 Marks)
- b) Discuss five future challenges of running a small business enterprise (10 marks)

QUESTION FIVE

- a) Entrepreneurship is an important component to the Kenyan youth and to the larger business community in Kenya. This is because, the investments and the gains gotten from these investments continue to be seen and felt in every household in the Kenyan society. Discuss the contributions of Entrepreneurship to the social, economic, cultural and political developments of the Kenyan society. (10 marks)
- b) Explain how to develop an effective marketing strategy for your enterprise (10 marks)