



## KIBABII UNIVERSITY

### UNIVERSITY EXAMINATION ACADEMIC YEAR 2020/2021

#### THIRD YEAR SECOND SEMESTER REGULAR EXAMINATIONS

#### BACHELOR OF EDUCATION

**COURSE CODE: EPM 322**

**COURSE TITLE: ENTREPRENEURSHIP IN EDUCATION**

**DATE: WED 7<sup>TH</sup> SEPTEMBER 2022 TIME: 09:00-11:00HOURS DURATION: 2HOURS**

#### INSTRUCTIONS TO CANDIDATES

Answer Question One (compulsory) and Any other TWO (2) Questions

KIBU observes ZERO tolerance to examination cheating

This Paper Consists of 2 Printed Pages. Please Turn Over. ➡



**Kibabii University ISO 9001:2015 Certified**  
Knowledge for Development

**SECTION A: ANSWER ALL QUESTIONS**

- a) Define the following terms
- i) Venture capital (2mks)
  - ii) Franchisee (2mks)
  - iii) Trademark (2mks)
  - iv) Embargoes (2mks)
  - v) Marketing mix (2mks)
- b) State five users of financial accounting statements and ratios (5mks)
- c) Briefly explain the four types of marketing strategy as described by the Ansoff's matrix (4mks)
- d) State five commonly used methods in gathering new data for primary marketing research (5mks)
- e) Explain why some business plans fail (6mks)

**SECTION B: ATTEMPT ANY TWO QUESTIONS****QUESTION TWO**

- a) Briefly explain the essentials of a good business plan (10mks)
- b) Identify the functional areas of marketing in entrepreneurship (10mks)

**QUESTION THREE**

- a) Discuss the managerial challenges and pressures that arise from growth of a business firm (10mks)
- b) Describe the barriers to international trade (10mks)

**QUESTION FOUR**

- a) State the five stages of the marketing process (5mks)
- b) Discuss the barriers that prevent women entrepreneurs from reaching their full potential (15mks)

**QUESTION FIVE**

- a) Explain why some marketing plans are ineffective and ultimately fail (5mks)
- b) Discuss the limitations of financial accounting statements in entrepreneurship (15mks)

