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KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS 2022/2023 ACADEMIC YEAR THIRD YEAR FIRST SEMESTER MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BCE 311

COURSE TITLE: ENTREPRENEURSHIP

DATE: 13 DEC 2022

TIME: 2:00-4:00 PM

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

Sustainability is an approach approached by more and more international organizations. The approach of sustainable development is done in different fields. Sustainable entrepreneurship is aimed at identifying opportunities with an impact on the organization. Its purpose is to design and generate new products, services, production processes, techniques and organizational ways that substantially reduce the social impact, improve the economic situation, and reduce the impact on the environment, increasing the quality of life. Sustainable entrepreneurship integrates corporate social responsibility activities and emphasizes the importance of involving employees and society in activities that contribute to increasing the quality of life. The importance of sustainability and CSR is increasingly seen in the business environment as society has changed its values and principles of living. In this sense, a change of approach is desired at a global level.

Source: Author 2022

Use the above information to answer the following questions:

- a) Analyse five situations that an entrepreneur/organization will practice in the society to achieve sustainable entrepreneurship. (10 Marks)
- b) Corporate social responsibility is an ingredient for organizational competitiveness and it is expensive, so firms may decide to ignore it then concentrate on duties affecting the routine operations. Synthesize five consequences that a firm may face by taking that direction (10 Marks)
- c) Entrepreneurship forms a basis for success in the community, additionally it is a common understanding that anybody can become a business person but it doesn't apply to entrepreneurship. Evaluate the reality of this statement with five relevant example (10 Marks)

QUESTION TWO

- a) After graduation, you will be invited to be a tutor in one of the community self-help group meeting. one of the Agenda will be the general overview of entrepreneurship. Analyze how it is supported towards its existence using five approaches (10 Marks)
- b) In practice entrepreneurship is more of visionary and mission oriented. Evaluate five possible avenues to be used for these achievement (10 Marks)

QUESTION THREE

- a) Creativity and innovation are common terms in entrepreneurship. to what extent are they relevant for growth. Justify your answers using five examples (10 Marks)
- b) Ideas for establishing enterprises are many, and they range from formal to informal sources. Examine five sources to support this statement (10 Marks)

QUESTION FOUR

- a) Marketing is a process not an event. It is also concerned with creating awareness of the available products and services. You're required to analyze the five initial steps sequentially to prove its relevance (10 Marks)
- b) Passion and Purpose represents two of the 4Ps in marketing for start-ups. Discuss each independently and clarify how it supports entrepreneurial growth. (10 Marks)

QUESTION FIVE

- a) Record keeping is very important when operating enterprises, it brings with it several benefits to the organization. Evaluate any five of them in relation to entrepreneurship. (10 Marks)
- b) Funds act as the heartbeat of SMEs because they facilitate growth. Elaborate on five factors that entrepreneurs take into consideration before making a decision on which source to utilize (debt or Equity) (10 Marks)