

KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS 2022/2023 ACADEMIC YEAR THIRD YEAR SECOND SEMESTER

MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BCE 311

COURSE TITLE: ENTREPRENEURSHIP

DATE: 21/04/2023

TIME: 9:00-11:00AM

INSTRUCTIONS TO CANDIDATES

- 1) Answer Question **ONE**(Compulsory) and **ANY OTHER TWO** Questions
 - 2) Candidates must hand in their answer booklets to the invigilator while in the examination room
 - 3) Credit is given for legibility, clarity and use of relevant examples
 - 4) Question **ONE** is **30 marks** while Questions **2-5** carry **20 marks** each
 - 5) Clearly write your **Registration Number** on each answer sheet used
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TIME: 2 Hours

KIBU observes **ZERO** tolerance to examination cheating

Question 1..... (30 MARKS)

A high percentage of new ventures fail. Most studies have found that the factors underlying the failure of new ventures are within the control of the entrepreneur. However, this does not stop the entrepreneur to boldly go where no one has gone before. The best example of this is the technology industry.

- a) Explain the reasons why new ventures fail? Use examples from the technology industry to highlight these failures. (15 MKS)
- b) What are the factors that an entrepreneur should consider critical in the assessment of a new venture? Use any industry as an example to answer this question.(15 MKS)

Question 2..... (20 MARKS)

- a) Name and explain 5 drawbacks of entrepreneurship (5 MKS)
- b) Briefly discuss the SWOT analysis and the PESTEL analysis in the context of entrepreneurship (15 MKS)

Question 3..... (20 MARKS)

- a) What is a business model? Why is it important for a firm to have a business model? (5 MKS)
- b) Provide and discuss an example of a specific company's business model to illustrate your answer. (15 MKS)

Question 4..... (20 MARKS)

- a) Entrepreneurship is becoming the driving force behind most economies. Explain the importance of entrepreneurship to these economies (10 MKS)
- b) Explain five ways in which the government can promote entrepreneurial development for the economy (10 MKS)

Question 5..... (20 MARKS)

- a) Briefly explain the challenges/barriers that may prevent women entrepreneurs from reaching their full potential in developing countries (10 Marks)
- b) Discuss the influence of new technologies (big data, blockchain) in new business venture creation(10 marks)