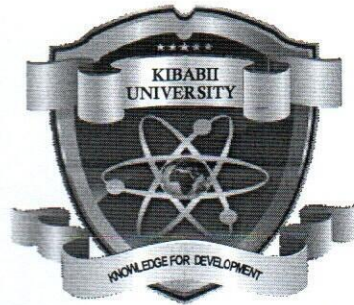


10



KIBABII UNIVERSITY

UNIVERSITY EXAMINATION
ACADEMIC YEAR 2022/2023

THIRD YEAR SECOND SEMESTER REGULAR EXAMINATIONS

BACHELOR OF EDUCATION

COURSE CODE: EPM 322

COURSE TITLE: ENTREPRENEURSHIP IN EDUCATION

DATE: WEDNESDAY, APRIL 26, TIME : 09:00-11:00 DURATION: 2 HOURS

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. ➡

SECTION A: ANSWER ALL QUESTIONS

QUESTION ONE

- a) Define the following terms
 - i) Trademark (2mks)
 - ii) Entrepreneurship (2mks)
 - iii) Patent (2mks)
 - iv) Intellectual property rights (2mks)
 - v) Business plan (2mks)
- b) State the differences between men and women entrepreneurs (5mks)
- c) Briefly explain the sources of generating business ideas (10mks)
- d) State five factors considered when choosing a source of business finance (5mks)

SECTION B: ATTEMPT ANY TWO QUESTIONS

QUESTION TWO

- a) State and explain the crucial factors that creates an enabling environment favourable for private entrepreneurship (10mks)
- b) Identify the significant comparisons between an entrepreneur and a manager (10mks)

QUESTION THREE

- a) State the three categories of family businesses in Kenya (3mks)
- b) Explain why family businesses in Kenya fail after the founder dies (17mks)

QUESTION FOUR

- a) State the significant features of partnership (3mks)
- b) Describe the barriers that prevent women entrepreneurship in Kenya (17mks)

QUESTION FIVE

- a) Discuss the challenges facing Micro and Small Enterprises (MSEs) (3 Marks)
- b) Describe how innovation is important as a dimension of entrepreneurship (10 Marks)