



UNIVERSITY OF NAIROBI

FIRST SEMESTER EXAMINATIONS - 2012/2013

FOURTH YEAR EXAMINATIONS FOR THE DEGREE OF BACHELOR OF COMMERCE

DBA 403: ENTREPRENEURSHIP

DATE: FEBRUARY 7, 2013

TIME: 2.00PM – 4.00PM

INSTRUCTIONS:

1. Attempt question ONE and any other TWO questions.
2. Marks are indicated
3. Use of Good Handwriting Grammar and spelling essential.

QUESTION ONE (Compulsory)

- a) "Neither over-capitalisation nor under-capitalisation is good for an enterprise"
Discuss. (16 marks)
- b) Explain seven challenges to the development of micro and small enterprises sector in Kenya. (14 marks)

QUESTION TWO

Explain the two commonly used methods to estimate the demand for a product in the market analysis section of a business plan. (20 marks)

- Market analysis
- Market share
- Market size
- Price

QUESTION THREE

Explain five factors that influence entrepreneurial mobility. (20 marks)

QUESTION FOUR

"There is no uniform type of diversification adopted by all enterprises. It varies from enterprise to enterprise. Discuss. (20 marks)

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P-
P-

Technology
Finance
Process
advertising
- organization
- independence
- cost of money
- financing
- market
- management
size, share

Product
Process
- production process
- production lines
- distribution process