**SCHOOL OF BUSINESS AND ECONOMICS**

**BACHELOR OF BUSINESS ADMINISTRATION (MAIN CAMPUS)**

**COURSE: ACCOUNTING, PROCUREMENT & FINANCE**

**YEAR 4 SEMESTER 1 ABA 413: ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT**

**SECTION A: (COMPULSORY)**

**QUESTION ONE (30 MARKS**)

1. Several research studies have been carried out to identify the factors that motivate people to start business enterprises. Citing relevant examples explain five such external motivators (10 marks)
2. Identify five contributions of small and medium sized enterprises (SMEs) to the economic development and rural development (10marks)
3. Explain any five challenges that face an entrepreneur in his quest to establish a successful business enterprise ( 10 marks)

**SECTION B: Answer any TWO questions**

**QUESTION TWO (20MARKS)**

1. Financing small businesses at start-up present challenges, identify five possible sources from which you could raise start-up capital (10 marks)
2. What are the key considerations in choosing a source of finance for a business

(10 marks)

**QUESTION THREE (20 MARKS)**

1. Explain how creativity and innovation has enhanced business growth and development

(10 marks)

1. Discuss the opportunities and challenges of small family businesses (10 marks)

**QUESTION FOUR (20 MARKS)**

1. “Self-employment is the best method of solving the problem of unemployment in Kenya’ Discuss five factors that lead to the failure of business start-ups in Kenya today

(10marks)

1. Outline and explain how you would evaluate a new business opportunity (10 marks)

**QUESTION FIVE (20 MARKS)**

1. What is social responsibility as applied in entrepreneurship (1 mark)
2. Give four guidelines for effective enforcement of social responsibility (4 marks)
3. Describe the social responsibilities firms have towards:
4. Shareholders (5marks)
5. Employees (5 marks)
6. Customers/ consumers (5 marks)