**SCHOOL OF BUSINESSAND ECONOMICS**

**BACHELOR OF LOGISTICS AND SUPPLY CHAIN MANAGEMENT (BLSCM) (MAIN CAMPUS)**

**BLM 3414: ENTREPRENEURSHIP**

**YEAR 4 SEMESTER 1**

**SECTION A (COMPULSORY)**

**QUESTION ONE (30 MARKS)**

1. “Self-employment is the best method of solving the problem of unemployment in Kenya”

Discuss FIVE factors that lead to failure of business start-ups in Kenya (10 marks)

1. Mr. Mapangala intends to start a business specialized in computer games to cater for the youth. However, a business consultant has advised him to be extra careful on this business segment if he expects to succeed in his new venture. Examine the factors that he should take into consideration in order to succeed in his venture (10 marks)
2. Identify five contributions of small and medium sized enterprises (SMEs) to the economic development and rural development (10 marks)

**SECTION B: Answer any TWO Questions**

**QUESTION TWO (20 MARKS)**

1. Give the various stages of business growth and clearly highlight at least two challenges faced at each stage (12 marks)
2. Discuss how creativity and innovation has enhanced business growth and development

(8 marks)

**QUESTION THREE (2O MARKS)**

1. Discuss any FIVE attributes that an entrepreneur should possess for him to run a successful business (10 marks)
2. Explain any FIVE challenges that face an entrepreneur in his quest to establish a successful business (10 marks)

**QUESTION FOUR (20 MARKS)**

1. Critically evaluate the various options for a new firm entry into a market (10 marks)
2. Clearly explain the role that business plans play in new business start-ups (10 marks)

**QUESTION FIVE (20 MARKS)**

Discuss at least FIVE emerging trends that an entrepreneur can use to increase the scale if operations for his business (20 marks)