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**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**SCHOOL OF AGRICULTURE**

**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF INFORMATICS AND INNOVATIVE SYSTEMS**

**2ND YEAR 2ND SEMESTER 2016/2017 ACADEMIC YEAR**

**MAIN CAMPUS-REGULAR**

**COURSE CODE: BCM 3226**

**COURSE TITLE: ENTERPRENEURSHIP PLANNING**

**EXAM VENUE: LAB 6 STREAM: ICT, BIS & FORENSIC**

**DATE: 07/09/16 EXAM SESSION: 2.00 – 4.00 PM**

**TIME: 2 HOURS**

**INSTRUCTIONS:**

1. **Answer Question ONE (COMPULSORY) and ANY other 2 questions**
2. **Candidates are advised not to write on the question paper.**
3. **Candidates must hand in their answer booklets to the invigilator while in the examination room.**

**QUESTION ONE (30 MARKS)**

1. Mention five various sources of business ideas (5marks)
2. Give six importance of self-employment (6 marks)
3. Identify any five immediate problems that an new entrepreneur may encounter in starting and operating a new business (5 marks)
4. Give any four types of skills that an entrepreneur should possess (4 marks)
5. Explain the role of entrepreneurship in economic development of a developing country such as Kenya (10 marks)

**SECTION B: Answer any TWO questions**

**QUESTION TWO (20 MARKS)**

1. Identify and explain three Pull motives and three Push motives that influence an individual to start a small business (12marks)
2. Describe the four stages of the small business life cycle and explain the challenges that a

Business may face at each stage. (8marks)

**QUESTION THREE (20 MARKS)**

1. Identify and explain five factors that may act as barriers to the development of a successful enterprise culture in an organisation. (10marks)
2. Critically evaluate the various options for a new firm entry into a market (10 marks)

**QUESTION FOUR (20 MARKS)**

1. Clearly explain the role that business plans play in new business start-ups(10 marks)
2. Discuss the importance of each component of a business plan (10 marks)

**QUESTION FIVE (20 MARKS)**

1. Critically examine any five possible sources of start-up financing for a new venture

(10 marks)

1. What are the key consideration in choosing a source of finance for a business (10 marks)