



OFFICE OF THE DEPUTY VICE CHANCELLOR- ACADEMICS AND STUDENT AFFAIRS

UNIVERSITY EXAMINATIONS

2016/2017 ACADEMIC YEAR

THIRD & FOURTH YEAR SECOND SEMESTER EXAMINATION

FOR

DEGREE

IN

BACHELOR OF EDUCATION & TOURISM MANAGEMENT

COURSE CODE: BTM 320/IRD 305/ EDB 412

COURSE TITLE: ENTREPRENEURSHIP

DATE: 27/06/2017

TIME:9.00AM-12.00PM

INSTRUCTIONS TO CANDIDATES

- Answer question one and any other three questions
- Do not write on the question paper
- Marks are shown at the end of each question
- Show workings in the answer booklet for award of full marks
- Mobile phones are not allowed in the examination venue
- Each question should begin on a fresh page
- Duration is 3 hours

THIS PAPER CONSISTS (3) PRINTED PAGES

PLEASE TURN OVER

THIRD & FOURTH YEAR SECOND SEMESTER EXAMINATION

(FOR 2016/2017 ACADEMIC YEAR)

COURSE CODE: BTM 320/IRD 305/EDB 412

**COURSE TITLE: ENTREPRENEURSHIP/ENTREPRENEURSHIP FOR SMALL
BUSINESS & ENTREPRENEURSHIP EDUCATION**

INSTRUCTION TO CANDIDATES

- Answer Question One and any other three questions.
- The duration of this paper is 3 hours

Question One

- Define the following terms as used in entrepreneurship:
 - Layered Financing. **(1 Mark)**
 - Growth Capital. **(1 Mark)**
 - Intrapreneur. **(1 Mark)**
 - Intellectual Property. **(1 Mark)**
- Describe **ANY 4** benefits of entrepreneurship. **(4 Marks)**
- Highlight the 3 types of entrepreneurs under their classification based on 'use of Technology'. **(3 Marks)**
- Distinguish between creativity and innovation. **(2 Marks)**
- Define the role of entrepreneurship in the economic development of Kenya **(10 marks)**
- Highlight any 2 objectives of entrepreneurial Training. **(2 marks)**

Question Two

- It is now believed that entrepreneurs are made and not born. Entrepreneurial Development programs (EDPs) are based on this belief that they can inculcate relevant attributes, ignite the dormant skills and talents, change the outlook and convert the ideas into action through the systematic and organized training. They also tend to change the personality of the participants. Discuss in depth the role and contribution of EDPs in Kenya. **(10 Marks)**
- Describe the major reasons why business plans fail. **(5 Marks)**

Question Three

- Throughout the years, many myths have arisen about entrepreneurship. These myths are the result of a lack of research on the topic. As many researchers in the field have

noted, the study of entrepreneurship is still emerging and thus “folklore” will tend to prevail until it is dispelled with contemporary research findings. Discuss any 3 of the most notable myths giving an explanation to dispel any of the identified myth. (9 Marks)

- ii. Discuss the various methods of generating business ideas. **(6 Marks)**

Question Four

- i. Discuss in detail the 3 MAJOR entrepreneurial schools of thought under the MICROVIEW. **(12 Marks)**
- ii. Describe any 3 disadvantages of running a business as a partnership. **(3 Marks)**

Question Five

- i. Discuss any 5 NON- BANK sources of debt capital available to entrepreneurs. **(10 Marks)**
- ii. Discuss the major characteristics of Limited companies. **(5 Marks)**