



# MASENO UNIVERSITY

## UNIVERSITY EXAMINATIONS 2012/2013

### SECOND YEAR FIRST SEMESTER EXAMINATIONS FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION (CITY CAMPUS - EVENING/WEEKEND)

#### **MBA 840: ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT**

*Date: 20<sup>th</sup> July, 2013*

*Time: 5.30 - 8.30 p.m.*

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#### **INSTRUCTIONS:**

1. Attempt ANY FOUR questions
2. All questions carry equal marks.

### **QUESTION 1**

a) Discuss the contents of a business plan comparing and contrasting it with a business proposal **(10Marks)**

b) Discuss the contribution of social capital to entrepreneurship today.

**(5Marks)**

### **QUESTION 2**

a) "Miss Kenya Diamonds" is the name Stella, an entrepreneur in downtown Nairobi, has given to her new beauty products business. Examine the strength and weaknesses of this name highlighting the considerations one should have in naming a business. **(15Marks)**

### **QUESTION 3**

Discuss the factors to be considered when deciding on the form of ownership of a business. **(15Marks)**

### **QUESTION 4**

a) "Many businesses today operate licenses from established firms across the world." In this context, discuss the advantages that accrue to the licensee in a franchise arrangement. **(10Marks)**

b) Parents should introduce their children to decision making and responsibility at an early age to enhance entrepreneurship in them. In this context explain how various backgrounds influence entrepreneurship in an individual. **(5Marks)**

### **QUESTION 5**

a) Small businesses in Kenya today face a number of challenges despite the government's continued effort to give them support. Examine these challenges.

**(10 Marks)**

b) Export Promotion Council is a state body charged with handling export related issues within Kenya. For this reason it is a source of trade information for potential entrepreneurs. In the same context, advance five other institutions and explain the type of information one would obtain from each of them.

**(5Marks)**

### **QUESTION 6**

Praysa Traders went into business about two years ago. Today it boasts of successful business operations. At its onset, the owner entrepreneurs engaged in a comprehensive environmental scanning in order to generate information useful for decision making. In this context, present the factors in their comprehensive Macro environmental analysis that they must have explored. **(15 Marks)**