



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2016/2017**

**FOURTH YEAR FIRST SEMESTER EXAMINATION FOR DEGREE  
OF BACHELOR OF BUSINESS MANAGEMENT WITH  
INFORMATION TECHNOLOGY**

**MAIN CAMPUS**

**ABA 413: ENTREPRENEURSHIP AND SMALL BUSINESS  
MANAGEMENT**

Date: 5<sup>th</sup> December, 2016

Time: 3.30 - 6.30pm

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**INSTRUCTIONS:**

- Answer Question ONE (Compulsory) and any other TWO

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ISO 9001:2008 CERTIFIED



## QUESTION ONE

- (a) Explain the various ways through which entrepreneurs contribute to economic development of a country. (15mks)
- (b) Explain the qualities of a good entrepreneur (8mks)
- (c) Discuss the importance of self employment (7mks)

## QUESTION TWO

- (a) Explain five characteristics of an entrepreneur (10mks)
- (b) Explain giving examples the challenges that entrepreneurs are likely to face in Kenya today, (10mks)

## QUESTION THREE

- (a) Explain the factors that an entrepreneur should bear in mind when analyzing a potential business opportunity. (10mks)
- (b) State and explain five advantages and four disadvantages of a business opportunity as opposed to a franchise. (10mks)

## QUESTION FOUR

- (a) Discuss ethical behavior in entrepreneurship. (8mks)
- (b) Outline the benefits of business ethics to entrepreneurs. (12mks)

## QUESTION FIVE

- (a) Outline the importance of a good business plan to the entrepreneur. (5mks)
  - (b) Describe the components of a business plan. (10mks)
  - (c) Explain 3 uses that an entrepreneur may have for his business plan (5mks)
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