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**University Examinations 2015/2016**

FIRST YEAR SECOND SEMESTER EXAMINATION FOR DIPLOMA IN BUSINESS ADMINISTRATION

**BDS 2255: ENTREPRENEURSHIP SKILLS**

 **DATE: NOVEMBER 2015 TIME: 11/2 HOURS**

**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***two*** *questions*

**QUESTION ONE (30 MARKS)**

1. Distinguish between an entrepreneur and an intrapreneur. (6 Marks)
2. Briefly discuss the characteristics of a good business idea. (10 Marks)
3. Briefly discuss the role of entrepreneurs plan to their stakeholders. (10 Marks)
4. State four ways of identifying a business opportunity. (4 Marks)

**QUESTION TWO (20 MARKS)**

1. Most small scale enterprises carry out the trading activities at a central location. Outline the measures an entrepreneur would take to gain a competitive edge over her competitors. (10 Marks)
2. Discuss various steps the Kenyan Government has taken in order to promote entrepreneurship. (10 Marks)

**QUESTION THREE (20 MARKS)**

1. Business start-ups usually go through graduated and distinct stages to become multinational companies. With an aid of a diagram describe the distinct features characterizing each stage of the enterprises. (10 Marks)
2. Explain the extrinsic motivation factors that may enhance entrepreneurs’ behaviour among individuals and their influence in business. (10 Marks)

**QUESTION FOUR (20 MARKS)**

1. Organizational performance and effectiveness depend upon successful management of the environment. Discuss the social-cultural and technological factors influencing the business community in Meru County. (10 Marks)
2. Explain the format of a business plan. (10 Marks)