

**MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**P.O. Box 972-60200 – Meru-Kenya.**

**Tel: 020-2069349, 061-2309217. 064-30320 Cell phone: +254 712524293, +254 789151411**

**Fax: 064-30321**

**Website:** [**www.must.ac.ke**](http://www.must.ac.ke) **Email:** [**info@must.ac.ke**](mailto:info@must.ac.ke)

**University Examinations 2014/2015**

FOURTH YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE AND BACHELOR OF SCIENCE IN PUBLIC HEALTH

AND

SECOND YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION

**BFB 3202: INTRODUCTION TO ENTREPRENEURSHIP**

**DATE: AUGUST 2015 TIME: 2HOURS**

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

**QUESTION ONE (30 MARKS)**

1. Explain the two ways of owning a business applying knowledge by McDaniel (2000) (4 Marks)
2. The most important quality of an entrepreneurial person is the ability to identify an opportunity and make value from it. Explain this statement (4 Marks)
3. Critically, explain the schumpertarian view of entrepreneurship (4 Marks)
4. Explain the benefits of corporate entrepreneurship and suggest to Meru University of Science and Technology how it can nurture intrapreneurship (8 Marks)
5. Differentiate between entrepreneurship and intrapreneurship (6 Marks)
6. Differentiate creativity from innovation (4 Marks)

**QUESTION TWO (20 MARKS)**

1. Explain the origin of the word “entrepreneur” (5 Marks)
2. A number of studies support to the view that experience and motivation through formative years is of major importance in developing entrepreneurial attributes and motivation. Define enterprise culture and explain any four propositions relating to the role of small business in developing entrepreneurship (15 Marks)

**QUESTION THREE (20 MARKS)**

1. Explain, using illustrations, any ten features of a good business idea (5 Marks)
2. Identify and explain the various methods an entrepreneur can use to demonstrate credit worthiness to a credit officer (10 Marks)
3. Discuss any five myths of entrepreneurship (5 Marks)

**QUESTION FOUR (20 MARKS)**

1. Describe any five methods of saving practiced in Kenya today (5Marks)
2. “Running a business without keeping records (managing information) is like driving a car without a fuel gauge”. Explain the meaning of this assertion and highlight the types of records kept in a business and the constraints entrepreneurs encounter in information management (15 Marks)

**QUESTION FIVE (20 MARKS)**

1. What constitutes an enabling environment for entrepreneurial growth? (10 Marks)
2. A business plan is an essential component in any entrepreneurial activity. Highlight the main components of a business plan and show the constraints to business planning (10 Marks)