



UNIVERSITY OF EMBU

2017/2018 ACADEMIC YEAR

SCHOOL BASED EXAMINATIONS

TRIMESTER EXAMINATION FOR THE DEGREE OF

BACHELOR OF COMMERCE

DBA 403: ENTREPRENEURSHIP

DATE: AUGUST 2, 2018

TIME: 11:00AM-1:00PM

INSTRUCTIONS:

Answer Question ONE and ANY Other TWO Questions.

QUESTION ONE (30 MARKS)

- a) Explain the concept of entrepreneurship (5 marks)
- b) Discuss five characteristics of entrepreneurship (5 marks)
- c) Explain entrepreneurial process that every business goes through (5 marks)
- d) Discuss five types of intellectual property protection for businesses (5 marks)
- e) Explain five reasons why negotiation is important in business (5 marks)
- f) Discuss five reasons why businesses restructures and reorganizes themselves (5 marks)

QUESTION TWO (20 MARKS)

- a) Families that want to stay in business for generations don't have a choice but to encourage entrepreneurship in and out of their family company
 - i) Discuss five factors that make family businesses successful (5 marks)
 - ii) Explain five challenges that face family businesses (5 marks)

QUESTION THREE (20 MARKS)

- a) Differentiate between creativity and innovation (5 marks)
- b) Discuss five reasons why creativity and innovation is important in any business (10 marks)

QUESTION FOUR (20 MARKS)

- a) Explain why you think every business should have a business plan. (5 marks)
- b) Discuss elements of a business plan (15 marks)

QUESTION FIVE (20 MARKS)

- a) 'Your business is your child; nurture and nourish it to help it grow healthy and strong'. Discuss five ways of managing growth of a business (10 marks)
- b) Discuss why resource mobilization is important in any business (10 marks)

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