



KENYATTA UNIVERSITY

EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE

UCU 104: INTRODUCTION TO ENTREPRENEURSHIP

2ND SEMESTER 2022/2023

TIME: 2 Hours

INSTRUCTIONS: Answer question ONE and any other TWO

Question One

- Explain the meaning of Entrepreneurship and the distinction between a Sole Proprietorship and Entrepreneurship. (10 marks)
- Various thinkers have propounded various theories of entrepreneurship discuss Three Theories of entrepreneurship. (10 marks)
- Discuss the meaning of Entrepreneurship Motivations and Explain Intrinsic and Extrinsic factors that motivate entrepreneurship. (10 marks)

Question Two

- Entrepreneurship is classified into different types based on different classifications. Explain briefly five Classifications of entrepreneurs. (10 marks)
- Explain the roles of entrepreneurship in Economic Development of a Country. (10 marks)

Question Three

- In relation to entrepreneurship explain the meaning of Business Idea and discuss how to determine if you have a viable business idea. (10 marks)
- The business model canvas is an important tool used in business organization, expound on its usage and discuss briefly nine components of this model. (10 marks)

Questions Four

- Explain the meaning of Intellectual Property and discuss the three major types of intellectual property rights. (10 marks)
- Business Plan is essential documents in a business organization, explain its meaning and explain key Components of a Good Business Plan. (10 marks)