



KENYATTA UNIVERSITY

EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE

BBA 310: ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

2ND SEMESTER 2025/2026

TIME: 2 HOURS

INSTRUCTIONS:

Answer question one and any other two questions

Q1. (a) Describe what is entrepreneurship and state the key characteristics of an entrepreneurship

(10 marks)

(b) i) Discuss why leadership in Entrepreneurship is important

(5 marks)

ii) Discuss the role of small business in an economy

(10 marks)

Q2. Discuss the challenges facing small business and explain how these challenges can be mitigated

(20 marks)

Q3. Explain the types of risks entrepreneur is likely to face in business and how can these risks be managed

(20 marks)

Q4. i) Explain the causes of change in enterprise

(10 marks)

ii) Discuss both internal and external business growth strategies

(10 marks)