



KENYATTA UNIVERSITY
EXAMINATION FOR THE DEGREE OF MASTERS OF BUSINESS ADMINISTRATION
BBA 870: ENTREPRENEURSHIP AND SMALL BUSINESS DEVELOPMENT

2ND SEMESTER 2025/2026

TIME: 3 HOURS

INSTRUCTIONS: Answer question one and any three other questions

Women are the majority in MSEs in the rural and urban areas. They are also the most vulnerable group that tends to be marginalized despite their contribution to the economic and social development. The changing socio-economic environment in the ASAL has had an impact on gender roles. According to (Flintan, 2011), men's responsibility in the past was over livestock while the women concentrated on household tasks, child bearing and care. These has changed because of the increased agricultural activities in predominantly pastoral communities. Women in Isiolo county are increasingly taking up more roles that used to be reserved for men e.g men's role such as household head and provider, as men migrate to take up paid work in urban areas (Yanda et al., 2016). Men working away from home do not adequately provide for their families. This has led to these women starting MSEs for the upkeep of their families. Though there is some kind of freedom in running their businesses, it is being considered as 'freedom to be poor' because now the men withdraw from contributing for the household needs (CARE, 2014). The enterprises are not performing optimally because of social-cultural and religious issues that hinder women from participating in certain type of businesses. They must consult their husbands and religious leaders on whether the products they are engaging in are in compliant with the religious teaching (Sharia). It has also been noted that women in these counties also have limited access to business development services, these services are not accessible. There is need to empower ASAL women through the provision of equitable access to basic services especially education and health.

1. a. As highlighted in the case what factors hinder women in participating in entrepreneurship (10 Marks)
b. As noted in the case 'Women are the majority in MSEs', why is there an increase in women entrepreneurs in the country (10Marks)
c. Discuss five entrepreneurship theories which can be used in studying the problem in the case (10Marks)
2. a. Discuss the relevant measures that can be undertaken to inculcate an entrepreneurial culture among youths in Kenya. (5 Marks)
b. Traditionally, most new businesses arose from the research and development or information technology departments through encouraging innovative thinking in department across the organization. Examine the role of innovation in achieving viable startup businesses in the country (5 Marks)
3. a. The sessional paper of 2005 highlighted the importance of introducing entrepreneurship education in all institutions of higher learning. Discuss how that introduction of entrepreneurship education contributes to entrepreneurship development in Kenya. (5 Marks)
b. Explain the contribution of entrepreneurship to economic development in Kenya (5 Marks).
4. a. Despite that entrepreneurship has been encouraged ever since independence, and after the report of 1972 entrepreneurship has not developed to the level of the stipulated expectations. Discuss various barriers that have been a major hindrance to the development of entrepreneurship in Kenya. (5. Marks)
b. Explain the various Legal Forms of Business Ownership in Kenya. (5 Marks)
5. a. Business opportunity evaluation is critical for success of small businesses. However, very few Entrepreneurs conduct opportunity analysis. Discuss what need to be considered when evaluating a potential opportunity to establish a viable business. (5 Marks)
b. Financial plan is one of the critical phases of Business Planning. Explain the key areas of concern in financial planning (5 Marks)