KENYATTA UNIVERSITY
UNIVERSITY EXAMINATIONS 2017/2018
FIRST SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION
BAC 822: ENTREPRENEURSHIP FINANCE

DATE: THURSDAY 23RD NOVEMBER 2017 TIME: 2.00 P.M. – 5.00 P.M.

INSTRUCTIONS
Answer ALL the questions

Question One

a) Define the concept "**finance**" and distinguish between Public, Corporate and Entrepreneurial finance. (8 marks)

b) Discuss at least three external sources of entrepreneurial finance. (9 marks)

c) Describe finance related challenges that are faced by small scale business owners in Kenya today. (3 marks)

Question Two

a) Outline the Critical Variables in formulating financial and Fund-Raising Strategies (6 marks)

b) Illustrate financial strategy framework for starting or growing MSMEs (8 marks)

c) Explain the steps that an entrepreneur need to follow in developing harvest strategies for a business that is approaching decline stage (6 marks)

Question Three

a) Discuss finance management related characteristics of successful entrepreneurs and highlight the factors that influence the value of successful firms (10 marks)

b) Describe the five steps required to implement risk management in a business organization (10 marks)

Question Four

a) Discuss the entrepreneurship event process, and illustrate how finance facilitates the process. (8 marks)

b) "The goal of cash management is to obtain the highest return possible on cash." Discuss four prudent cash management practices that the management of a Self Service Retail Shop in Kajiado should implement. (12 marks)
