KENYATTA UNIVERSITY

UNIVESITY EXAMINATIONS 2011/2012

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE IN ELECTRICAL AND ELECTRONIC ENGINEERING

ECU 302: ENTREPRENEURSHIP

DATE: Wednesday 11th April 2012 **TIME:** 2.00p.m – 4.00p.m

INSTRUCTIONS:

ATTEMPT QUESTION ONE AND ANY OTHER TWO QUESTIONS.

QUESTION ONE (COMPULSORY) (30 MARKS)

a) i) Define the terms entrepreneur and entrepreneurship. (2 marks)

ii) Explain six reasons why entrepreneurs initiate change within their Environment. (3 marks)

b) Explain the SWOT analysis as a tool for self assessment of an Entrepreneur's Potential. (4 marks)

c) i) Explain four characteristics of a good business opportunity. (4 marks)

ii) Highlight four sources of business ideas available to an entrepreneur. (4 marks)

d) i) Explain three ways an entrepreneur may know that there's unsatisfied Demand of a product. (3 marks)

ii) Explain four types of entrepreneurs (4 marks)

e) i) Explain three advantages and three disadvantages of self employment (3 marks)

ii) Explain three exit options to an entrepreneur (3 marks)

QUESTION TWO

a) Explain ten characters of a successful entrepreneur. (5 marks)

b) Describe seven entrepreneurs contribution to national development (4 marks)

b) Describe 8 factors to be considered when preparing to go into Self- employment. (8 marks)

QUESTION THREE

a) Describe five factors to consider in identification of a commercially Viable business opportunity. (5 marks)

b) Describe the five steps involved by an entrepreneur in the process of Conducting a market survey for a product demand (4 marks)

c) Technology can be classified in two ways:

i) When it was developed.

ii) Its simplicity, capital required and intensity of labour involved.

Explain each of the classes. (6 marks)

c) The appropriateness of technology is based on its fitness for an Entrepreneurs intended use.

Explain some 5 characteristics of its fitness of use. (5 marks)

QUESTION FOUR

a) It's important to consider the most suitable source of fund raising capital for your business, explain four of the main factors to consider. (8mks)

b) Explain four government policies on small businesses. (4mks)

c) Describe four problems an entrepreneur is likely to experience in starting and operating a small enterprise. (8mks)

QUESTION FIVE

Working without a plan is likely building a house without a foundation.

a) Define the term business plan. (2 marks)

b) Explain the importance of a business plan to an entrepreneur. (6 marks)

c) Describe the main components of a business plan. (12 marks)