KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2011/2012

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE IN COMPUTER SCIENCE

SCT 402: ENTREPRENEURSHIP

DATE: MONDAY, 16TH APRIL 2012 **TIME: 4.30 P.M- 6.30 P.M**

INSTRUCTIONS: Answer question number ONE and any other TWO questions

Question 1

a) In the banking sector, Equity bank can be regarded as the 'last born' compared to banks such as National bank, Standard Charted etc, yet the rate at which its expanding and positioning itself in the market in alarming and causing ripples in the banking sector.
From entrepreneurship point of view, discuss some of the strategies used by equity to penetrate and expand its market share in the banking sector (15 marks)

b) While entrepreneurship has enormous benefits, it is also inhibited by a number of drawbacks. Describe five drawbacks you would associate to entrepreneurship development in Kenya. (5 marks)

c) With well illustrated examples, describe ways/techniques you would use to come up with business idea. (10 marks)

Question 2

a) During site visits to different small business in your country you noticed poor record keeping in business as a common problem. Enumerate reasons you would use to convince them on the importance of keeping records (10 marks)

b) Why should an entrepreneur implement a business idea immediately(5 marks)

c) Customer relationships drive business. What tactics would you employ to employ and retain people who believe in the services of your small business?(5 marks)

Question 3

a) Discuss key considerations in deciding on the evaluation of a business idea for an entrepreneur (10 marks)

b) Giving relevant illustrations, explain the possible reasons why people leave paid employment to launch their own businesses. (5marks)

c) Explain how bankers/lenders evaluate the small business for credit worthiness (5 marks)

Question 4

a) Outline the key issues that a good business plan should address which may lead to the success of the business. (5 marks)

b) According to Webster Dictionary, a leader is a person who takes charge and guides "a performance". An entrepreneur needs to be a good leader to be successful in his activities.
Discuss the leadership qualities which emanates from good personality of an entrepreneur (7 marks)

c) Discuss the steps you would take as an entrepreneur in creating and enhancing a culture of innovation (8 marks)

Question 5

a) Explain the basic strategies entrepreneurs should follow to achieve success in their e-commerce efforts (10 marks)

b) Describe fundamental principles involved in managing the 'big three' of cash management: Accounts Receivable, accounts payable and inventory (10 marks)