



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2019/2020

FIRST SEMESTER EXAMINATION FOR THE BACHELOR OF COMMERCE

UCU 104: INTRODUCTION TO ENTREPRENEURSHIP

DATE: TUESDAY 10TH DECEMBER 2019

TIME: 8.00 A.M - 10.00 A.M

INSTRUCTIONS:

Answer Question One and any other Two Questions

1a. You have just completed your undergraduate degree and you and your friends are in transition in identifying what to do after college. Your friends are in the schools of education, fashion and design and school of business. You are having a debate as to whether to start a small business or to look for a job. Some of your friends are interested in searching for a job whereas others could want to begin a small business. Using your knowledge of entrepreneurship provide your arguments regarding whether you should all pursue wage employment or self-employment

(10 marks)

b. Compare and contrast a business idea from a business opportunity? Using examples of your choice, discuss at least five business opportunities one can explore at Kenyatta University.

(10 marks)

C. Using the example of 1b above, what are some of the critical considerations you should bear in mind when evaluating the viability of each business idea?

(10 marks)

2a. Discuss the three theories of entrepreneurship providing their relevance to someone interested in starting a small business today.

(15 marks)

b. Distinguish between corporate entrepreneurship from social entrepreneurship. (5 marks)

3a. Compare and contrast a business canvas model from a business plan providing their usability to an entrepreneur.

(15 marks)

b. Discuss the concept of design thinking.

(5 marks)

4a. What do you understand by a product prototype?

(4 marks)

b. Discuss at least 5 reasons for protecting your innovative business ideas through the intellectual property rights.

(10 marks)

c. Discuss the three different forms of intellectual property rights.

(6 marks)