



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2018/2019

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION

BBA 876: ENTREPRENEURSHIP DEVELOPMENT SEMINAR

DATE: Friday, 29th March, 2019

TIME: 5.30p.m - 8.30p.m.

INSTRUCTIONS

ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS

Read the following passage and answer the questions that follows:

Omega Dial and Disposable and phone was the pride and joy for all. It could become a disposable as used tissues in the current technological world. the us entrepreneur attracted attention by patenting a phone largely constructed of paper. The owner, Ms Randice Lisa was plotting a cultural rather than a technical revolution. she was reasoning that such phones sold cheaply and programmed for a limited amount of air time would prove a viable alternative to calling cards, prepaid phones, payphones and conventional mobile contracts.

When call time is exhausted, the phone can be sent back for recycling or thrown away. British inventors have been looking at other aspects of the throw-away phone. A university student, Stephen shaw, won a competition last year which was sponsored by Sony. His design was a greeting-card phone cable of making one call only. it was dubbed a "ps call me". The phone is as thin as a sheet of paper and comes with a tiny earpiece. The student stated that as well as sending birthday greetings, the phone could be used for more prosaic purposes like registering that a package had arrived. however, am interesting intellectual property skirmish could be just change everything as stated by an amateur investor who had applied for patents for the same notion two years ago. His patent agent urged that there was nothing so original about the idea of combining a phone and a card. He urged that there were more than forty ways in which such a card could be used.

Answer the following questions

- 1.a. From the passage, what would you advice Ms. Randice Lisa to do to retain her patent/and remain relevant with her phone? (10 marks)

- b. As an innovative entrepreneurs, how would Randice Lisa with her invention create competitive edge of her product. (10 marks)
- c. In a competitive market, explain what an entrepreneur should do to accommodate the technological environment in his/her line of business. (10 marks)

Answer three questions from this section.

2. In your opinion what would you advise the governors to do in their counties to promote small scale enterprises (10 marks)
3. Explain the challenges that small scale entrepreneurs face in Kenya as a developing economy. (10 marks)
4. An up-coming entrepreneur has approached you seeking advice on what characteristics are needed for one to be successful in entrepreneurship. Explain to him such characteristics. (10 marks)
5. According to seasonal paper number two of 2005 businesses in Kenya fail before they celebrate their third birthday. Discuss some of the reasons that cause business fail. (10 marks)