

ZU/W1/7/EXM/6

**UNIVERSITY EXAMINATION 2017/2018**

**ORDINARY EXAMINATION FOR THE BACHELOR OF BUSINESS ADMINISTRATION AND MANAGEMENT/ BACHELOR OF PURCHASING AND SUPPLY MANAGEMENT AND BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY.**

**BBAM 213/BPSM 3305: ENTREPRENEURSHIP AND SMALL BUSINESS**

**Date: December 2017 Time: 2 Hours**

**INSTRUCTIONS: Answer questions ONE and any other TWO questions.**

**QUESTION ONE** [30 marks]

1. Although failure cab be valuable part of the entrepreneurial process, no one sets out to fail in business. Discuss any four ways an entrepreneur can avoid failing in business. (8 marks)
2. One of the option available to an entrepreneurs to be is buying an existing business. What do you think are the merits for such an option. (10 marks)
3. Explain the following terms as used in entrepreneurship. (6 marks)
4. Creativity relies on soft and hard thinking. Discuss any thee ways an individual can enhance his/her creativity (6 marks)

**QUESTION TWO** [20 marks]

1. For the best profitability of a business, an entrepreneur need to have an eye on the costs. Outline the strategies an entrepreneur can use to deal with rising costs. (10 marks)
2. The decision as to where to locate a business is as good as the business opportunity. Assuming that you have got a business idea and now trying to find out where to locate to your business, what are some the factors you would put into account. (10 marks)

**QUESTION THREE** [20 marks]

1. Buying an existing business can be risky if done haphazardly. When planning to buy a business explain the approach in buying an existing business. (10 marks)
2. Not everyone can be an entrepreneurs. Discuss this in reference to entrepreneur profile. (10 marks)

**QUESTION FOUR** [20 marks]

1. Discuss in details the three components of feasibility analysis of a prospective business. (12 marks)
2. Outline some of the steps the government of Kenya can take to encourage growth of entrepreneurship in Kenya. (8 mark)