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**University Examinations 2014/2015**

FOURTH YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR DEGREE OF BACHELOR OF COMMERCE

**BBA 3475: ENTREPRENEURSHIP SKILLS**

 **DATE: OCTOBER 2015 TIME: 2 HOURS**

**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***two*** *questions*

**QUESTION ONE (30 MARKS)**

1. Give five importance of entrepreneurship in economic growth. (5 Marks)
2. Discuss the difference between entrepreneurs and managers in their way of operation (10 Marks)
3. After generating a business idea it is important that some evaluation be done through screening. Describe the screening process and state four advantages of screening stage (10 Marks)
4. Describe five factors to consider in choosing business location. (5 Marks)

**QUESTION TWO (20 MARKS)**

1. Explain five types of business risks. (10 Marks)
2. Analyze the elements of a business plan. (10 Marks)

**QUESTION THREE (20 MARKS)**

1. Discuss the factors that may influence an entrepreneur in choosing a promotional method (10 Marks)
2. Describe the features of leadership. (10 Marks)

**QUESTION FOUR (20 MARKS)**

Discuss various internal and external sources of employment an entrepreneur may adopt. (20 Marks)

**QUESTION FIVE (20 MARKS)**

1. Identify the characteristics of a good business idea. (10 Marks)
2. Discuss the importance of financial planning in business and highlight any difficulties encountered in the same. (10 Marks)