

## **EMBU UNIVERSITY COLLEGE**

(A Constituent College of the University of Nairobi)

## 2015/2016 ACADEMIC YEAR

### **SECOND SEMESTER EXAMINATION**

# FIRST YEAR EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE (AGRIBUSINESS MANAGEMENT)

## <u>AEB104: SMALL AND MEDIUM ENTERPRISE DEVELOPMENT AND ENTREPRENEURSHIP</u>

**DATE: APRIL 12, 2016** 

TIME: 02:00-04:00

### **INSTRUCTIONS:**

**Answer Question ONE and ANY Other TWO Questions** 

#### **QUESTION ONE**

- a) Describe the following terms as used in small enterprise and entrepreneurship
  - i) Entrepreneur

(2 Marks)

ii) Medium enterprise

(3 Marks)

iii) Internal locus of control

(2 Marks)

- b) Discuss the most common criterion used to distinguish between large and small businesses. (4 Marks)
- c) Discuss how management incompetence influence an enterprise.

(4 Marks)

d) You have chosen the entrepreneur path towards achieving your dream, discuss the three basic strengths that you require to have a balanced business experience.

(6 Marks)

e) Discuss the foundations upon which entrepreneurship is built.

(2 Marks)



f)	Explain how the following competencies help a manager of a small enterprise	and medium					
	i) Marketing management competencies	(2 Marks)					
	ii) Financial management competencies	(2 Marks)					
g)	Explain the role played by weak marketing effort in an enterprise.	(3 Marks)					
QUES	STION TWO						
a)	Small enterprise growth is influenced by a number of factors. Discuss any	y five factors					
	that hinder or enhance their growth.	(10 Marks)					
b)	Discuss any five economic factors that encourage or discourage entrepreneurship.						
		(10 Marks)					
QUES	STION THREE						
a)	Small enterprises have been seen as seedbeds for large industries as development. Discuss how these enterprises help in achieving these goals						
		(12 Marks)					
b)	Alfred Marshall described the qualities that a successful entrepreneu	ır possesses,					
	discuss these qualities.	(8 Marks)					
QUES	STION FOUR						
a)	Discuss the following theories of entrepreneurship	(10 Marks)					
	i) McClelland's Theory of Achievement Motivation						

### **QUESTION FIVE**

a) Discuss how the following influences the success or failure of an enterprise

b) Discuss any five disadvantages of entrepreneurship.

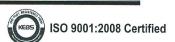
i) Management incompetence

(4 Marks)

(10 Marks)

ii) Lack of Experience

(4 Marks)



b)	Discuss what an	entrepreneur	need to	launch a	successful	startup	enterprise.
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(12 Marks)

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