



EMBU UNIVERSITY COLLEGE
(A Constituent College of the University of Nairobi)

2015/2016 ACADEMIC YEAR

TRIMESTER EXAMINATION

FIRST YEAR EXAMINATION FOR THE DIPLOMA IN PURCHASING AND SUPPLIES

BBA 201: ENTREPRENEURSHIP SKILLS

DATE: AUGUST 16, 2016

TIME: 2:00-4:00PM

INSTRUCTIONS:

Answer Question ONE and ANY Other TWO Questions.

QUESTION ONE (30 MARKS)

- a) Mention the FIVE guiding principles of entrepreneurs (5 marks)
- b) Highlight any FIVE reasons that make people to become entrepreneurs (5 marks)
- c) Briefly explain any FIVE attributes shared by most successful entrepreneurs. (5 marks)
- d) Entrepreneurship is an attractive career choice but many decisions have to be made before launching and managing a new business, no matter its size. Highlight any FIVE questions that need to be answered in the process of making the decisions. (5 marks)
- e) The first phase of entrepreneurial process involves identifying and evaluating the Opportunity. Highlight the FIVE most critical elements in the evaluation phase (5 marks)
- f) Highlight any FIVE reasons for writing a business plan. (5 marks)

QUESTION TWO (20 MARKS)

- a) A sound idea for a new product or service, properly evaluated, is essential to successfully launch a new venture. Discuss FIVE sources of most frequently used ideas for new entrepreneur.(10 marks)
- b) Discuss the importance of business plan to the entrepreneur and investor. (10 marks)

QUESTION THREE (20 MARKS)

- a) There are certain individual characteristics needed for entrepreneurship development or for a person to be a successful entrepreneur. Discuss SIX of these characteristics. (12 marks)
- b) Many entrepreneurs struggle to find the capital to start a new business. It is important for an entrepreneur to fully explore all financing options. Discuss the FOUR main sources. (8 marks)

QUESTION FOUR (20 MARKS)

- a) Discuss any SIX distinctions between entrepreneurs and Intrapreneurs (12 marks)
- b) It is in the interest of all governments to implement both active and passive policies to foster entrepreneurship and reap the benefits of its activity. Discuss the FOUR most successful strategies (policies) that encourage entrepreneurship and small business. (8 marks)

QUESTION FIVE (20 MARKS)

- a) Discuss any FIVE types of entrepreneurs. (10 marks)
- b) Discuss the FIVE types of entrepreneurial development plans. (10 marks)

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