



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2016/2017

**FOURTH YEAR FIRST SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION
(PROCUREMENT OPTION) WITH INFORMATION TECHNOLOGY**

CITY CAMPUS - EVENING

ABA 413: ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

Date: 21st July, 2017

Time: 5.30 - 8.30 pm

INSTRUCTIONS:

- Answer question ONE and any other THREE questions.
- Question ONE carries 25 marks and the rest 15 marks each.

QUESTION 1

- a) Discuss the theories of entrepreneurial personality (15mks)
- b) Discuss the Macro environmental factors that an intending entrepreneur has to analyze (10mks)
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QUESTION 2

- a) Discuss what is considered when naming a business (5mks)
- b) What are the factors to be considered when locating a business (10mks)

QUESTION 3

- a) Discuss the process of buying a business (5mks)
- b) Franchising refers to licensing by a highly publicized brand to be able to operate full or part of its business. Explain the specific advantages that accrue to the franchisee (10mks)

QUESTION 4

- a) Discuss the characteristics of an entrepreneur (5mks)
- b) Explain the factors considered before choosing a form business (10mks)

QUESTION 5

- a) What is the contribution of small businesses to Kenya's economy? (5mks)
- b) Explain the challenges small scale businesses in Kenya experience (10mks)

QUESTION 5

- a) Discuss the challenges family businesses face (5mks)
- b) Briefly explain the key components of a business plan (10mks)
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