MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2016/2017

FOURTH YEAR SECOND SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
IN INFORMATION TECHNOLOGY

CITY CAMPUS – EVENING

ABA 424: ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

Date: 25th June, 2017   Time: 5.30 – 8.30pm

INSTRUCTIONS:
- Answer Question ONE and any other THREE

1. a) Mr. David started by transporting light cargo in his part time business. He now as a very successful global business and has featured as a high profile business adviser on various successful TV shows. He once told a TV show host what it takes to be a successful business owner. "The thing that's really amazed me is how many people start businesses with hearts so full of hope and heads full of nothing. They think because they have been good at a hobby they can make it into a business". Read carefully the Case Study provided and explain clearly the Formal Steps for starting and running a business   (10marks)

   b) Using practical and relevant local examples, discuss the role of entrepreneurship in economic development   (10marks)

   c) There are several traits of small business holders but which guarantee the business success". Discuss   (5marks)

2. a) Are entrepreneurs born or make? Discuss   (10marks)

   b) How can entrepreneurial motivations be sustained in an individual?   (5marks)

3. Discuss the key managerial issues that face the management of family owned business after the founder dies   (15marks)

4. a) The first few years of business are often unpredictable. Discuss   (7marks)

   b) Distinguish between self employee and paid employee by citing a case study   (8marks)

5. a) Suppose you wanted to start a venture and you are confronted with choices of an existing business and a new business. Explain how you would benefit from choosing an existing business instead of starting a new business   (8marks)

   b) Critically examine the role of a business plan in promoting entrepreneurship among the youth in Kenya   (7marks)