



**SCOTT CHRISTIAN UNIVERSITY
SCHOOL OF PROFESSIONAL STUDIES
BHT224/BIT227/BCD225/DCD170/DCT167/CAG108/DBA206: ENTREPRENEURSHIP
END OF SEMESTER EXAM, APRIL 2016**

LECTURER: SHADRACK MUSYOKI

TIME: 3 HOURS

Answer FIVE Questions Only

QUESTION ONE

- a. Define entrepreneurship (2 marks)
- b. Elaborate on the four distinct phases of the entrepreneurial process (8 marks)
- c. An entrepreneur needs to be able to assess all the opportunities that are identified in the market. Explain what should be included in the opportunity assessment plan (10 marks)

QUESTION TWO

- a. "Creativity is defined as the tendency to generate or recognize ideas, alternatives, or possibilities that may be useful in solving problems, communicating with others, and entertaining ourselves and others. Discuss five sources of business ideas for an entrepreneur (10 marks)
- b. Briefly explain five barriers to creativity for many entrepreneurs in Kenya (10 marks)

QUESTION THREE

- a. Risk-taking is almost synonymous with entrepreneurship. Discuss five risks that every entrepreneurs face in their day to day operations. (10marks)
- b. Analyze five methods an entrepreneur can use to generate ideas (10 marks)

QUESTION FOUR

- a. Discuss four ways in which an entrepreneur can protect his business ideas. (8 marks)
- b. Explain any six Personality traits an entrepreneur should possess. (12 marks)