



SCHOOL OF PROFESSIONAL STUDIES

BACHELOR OF BUSINESS ADMINISTRATION

UNIT CODE/NAME: BAE 300: ENTREPRENEURSHIP II

January – April 2018/2019 End Semester Exam

Time: 2 Hours

Instructions: Answer Question ONE (Compulsory) and any other TWO questions.

QUESTION ONE

- a) Describe the major changes that create opportunities for entrepreneurs (5 marks)
- b) Briefly explain Joseph Schumpeter's views of innovation as an important dimension of entrepreneurship (6 marks)
- c) Highlight five internal and five external sources of finance for an aspiring entrepreneur (5marks)
- d) Entrepreneurs are the key drivers of a country's national development. How do they do this? (6 marks)
- e) Explain four enterprise growth strategies employed by entrepreneurs in Kenya today (8marks)

QUESTION TWO

- a) Describe the essential Principles of negotiation in entrepreneurship (5 marks)
- b) Discuss the relationship between management and leadership in entrepreneurship (10marks)

QUESTION THREE

- a) Describe the entrepreneurship development process (5 marks)
- b) Discuss the role of entrepreneurs in a business enterprise (10 marks)

QUESTION FOUR

- a) Describe factors that motivate individuals to become entrepreneurs (5 marks)
- b) Briefly discuss five ways of identifying business opportunities (5 marks)
- c) Illustrate the product lifecycle and the challenge encountered by entrepreneurs at each stage (5marks)

QUESTION FIVE

- a) Describe the various risks in business operations and how they can be managed (5 Marks)
- b) Evaluate the disadvantages of (10 Marks)
 - i) Sole proprietorship
 - ii) Partnerships