



DEDAN KIMATHI UNIVERSITY OF TECHNOLOGY

PROGRAMMES:

January-April

BBA 2201: ENTREPRENEURSHIP SKILLS

DATE: _____

TIME: _____

INSTRUCTIONS

Answer question **ONE** and any other **TWO** questions.

Identifying a viable business opportunity is a key challenge for Small Medium Size Enterprises (SMEs). Most entrepreneurs are venturing in those businesses that already exist in the market.

In order for an entrepreneur to be successful, he requires to study the market to identify the market needs and provide goods and services that will meet the needs.

Jane is considering venturing into a product providing business. She is facing financial challenges to support many of her activities start the business requires. Apart from financial challenges, she has never done an entrepreneurship related course and is considering seeking an expert in the area before venturing into the business.

QUESTION ONE

- a) Advice Jane on factors the bank will consider in case she is considering taking a loan. (10 Marks).
- b) Explain the demerits that Jane will face in case she decides to incorporate other persons as partners into her business (10 Marks).
- c) Explain other benefits Jane will enjoy by being an entrepreneur apart from the income

generated (5 Marks).

- d) Explain 5 mistakes that most entrepreneurs make when considering to venture into business which affects future growth of the business. (5 marks)

Question Two

- a) Discuss ways in which SMEs contribute towards economic development in Kenya (12 Marks).
- b) Describe four levels of social responsibility (8 Marks).

Question Three

- a) Discuss five marketing problems that are likely to cause small businesses to fail (10 Marks).
- b) Explain five benefits of embracing business ethics by entrepreneurs to consumers, employees and the government (10 Marks).

Question Four

- a) Creativity and innovation practices are key contributors towards business success. Explain 6 key drivers of innovation (12 Marks).
- b) Explain five measures small businesses should institute to control environmental pollution (10 marks)

Question Five

- a) Explain five advantages of taking over a family business as a mode of venturing into business (10 Marks).
- b) Explain 5 key advantages of creative and innovative workforce to an organization (10 Marks).