



DEDAN KIMATHI UNIVERSITY OF TECHNOLOGY

PROGRAMMES:

January-April

BBA 2201: ENTREPRENEURSHIP SKILLS

DATE: _____

TIME: _____

INSTRUCTIONS

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

QUESTION ONE:

- a) Jane, Maina, Steve, Ken, Linda wishes to start a restaurant business in King'ong'o, Nyeri. As an entrepreneurship student, briefly discuss 5 elements of a business plan to advise them on a how they can create a business plan for their business. **(10 Marks)**
- b) Explain 5 policies that the Kenyan government create and implement to boost the growth of SMEs in Kenya **(5 Marks)**.
- c) Explain the benefits of public limited companies as a form of business unit to any business person **(10 Marks)**.
- d) Discuss 5 advantages of equity financing as a source of business finance to an organization **(5 Marks)**

QUESTION TWO:

- a. Explain reasons why SMEs fail to engage in innovation **(10 Marks)**
- b. Explain 5 factors that may inhibit development of entrepreneurial culture in Kenya **(10 Marks)**.

QUESTION THREE:

- a) Discuss five compelling factors that motivate people to engage in self-employment **(10 Marks)**.
- b) Discuss 5 challenges faced by young entrepreneurs in Kenya and in each case, explain ways in which the problems can be solved **(10 Marks)**.

QUESTION FOUR:

- a) Explain Key 5 resources that are required by entrepreneurs before starting a business. Indicate existing opportunities that entrepreneurs can consider in each of the resources to enhance business success **(10 Marks)**.
- b) Explain 5 advantages of buying an existing business as a form of business venture **(10 Marks)**.

QUESTION FIVE:

- a) Explain 5 functions of human resource management in building a creative and innovative teams in business organization giving examples in each case. **(10 Marks)**
- b) Explain reasons why it is important for SMEs to consider the location of their business. **(10 Marks)**