



**DEDAN KIMATHI UNIVERSITY OF TECHNOLOGY  
FINAL EXAMINATION**

**NOVEMBER 2021**

**ORDINARY EXAM FOR BTECH CIVIL ENGINEERING 2.1**

**BBA 2201 PRINCIPLES OF ENTREPRENEURSHIP**

**DATE: 7<sup>TH</sup> DECEMBER 2021**

**Time: 2 Hours**

**INSTRUCTIONS: Answer Question 1 and any other two.**

**QUESTION ONE**

a) Read the following short passage and answer the questions that follow.

Nyeri County is an emerging market endowed with natural resources and infrastructure that supports the efficient distribution of goods and services to the various urban centers in the Central Kenya region. Nyeri County plays host to both local and foreign investors in key economic sectors among them agriculture, food processing, manufacturing, healthcare, finance and tourism.

Agribusiness serves as the main economic activity in the county with coffee and dairy farming being the major income earners for a lot of the farmers within the county. Other subsistence crops grown within the County include tea, potatoes and cabbages.

- i) Give any FIVE business opportunities you identify in the passage that you can advise the youth to venture into in Nyeri county. (5 marks)
  - ii) Advise the youth on FIVE factors they need to consider for them to successfully exploit the opportunities you have cited in i) above. (5 marks)
  - iii) Give FOUR reasons why leaders of the county should offer entrepreneurial training to the youth. (8 marks)
- b) Explain any FOUR benefits of a business plan to entrepreneurs. (8 marks)
- c) Explain any FOUR characteristics that entrepreneurs look for in a good business market. (4 marks)

## **QUESTION TWO**

- a) Highlight any FIVE disadvantages of entrepreneurship to entrepreneurs. (10 marks)
- b) Give any FIVE components of a marketing plan. (10 marks)

## **QUESTION THREE**

- a) Discuss any FIVE common sources of business ideas for entrepreneurs. (10 marks)
- b) Discuss any FIVE common sources of business ideas for entrepreneurs. (10 marks)

## **QUESTION FOUR**

- a) Explain any FIVE benefits of doing business online. (10 marks)
- b) Explain any FIVE benefits of operating a business as a company. (10 marks)

## **QUESTION FIVE**

- a) Discuss any FIVE factors entrepreneurs consider when selecting a business location. (10 marks)
- b) Explain any FIVE benefits of buying an existing business instead of starting one. (10 marks)