LAIKIPIA UNIVERSITY

UNIVERSITY EXAMINATIONS

1ST SEMESTER 2022/2023 ACADEMIC YEAR

FOURTH/FIRST YEAR EXAMINATION FOR THE DEGREE BACHELOR OF SCIENCE (COMPUTER SCIENCE)

COMP 422: ENTREPRENEURSHIP AND BUSINESS

STREAM: R ***TIME: 2 HRS***

DAY: THURS [14.30 – 16.30] ***DATE: 08/12/2022***

THIS QUESTION PAPER CONSISTS OF THREE (3) PAGES

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.

INSTRUCTIONS: - ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

(a) Explain sources of business ideas to an entrepreneur. (5 marks)

(b) Discuss the main objectives of establishing a business. (5 marks)

(c) State various characteristics of an ideal entrepreneur. (6 marks)

(d) Explain reasons why small businesses fail in Kenya. (5 marks)

(e) What are the benefits of online shopping to consumers? (5 marks)

(f) Explain reasons for which a business may need finance. (4 marks)

QUESTION TWO (20 MARKS)

(a) Give reasons for slow growth of entrepreneurship in developing countries. (5 marks)

(b) Discuss factors to consider when establishing a new business. (6 marks)

(c) Explain problems facing an entrepreneur in performing a business. (5 marks)

(d) Describe the marketing mix elements. (4 marks)

QUESTION THREE (20 MARKS)

(a) Explain the benefits of advertising to a company today. (5 marks)

(b) List down factors determining an organization structure in a company. (5 marks)

(c) Explain factors that motivate people to become entrepreneurs today. (5 marks)

(d) Name the requirements of a successful business in Kenya. (5 marks)

QUESTION FOUR (20 MARKS)

(a) Discuss qualities of a creative businessman today. (5 marks)

(b) Explain factors that inhibit entrepreneurial growth in Kenya today. (5 marks)

(c) What are the sources of working capital to a business? (5 marks)

(d) What is leadership? Explain different styles of leadership. (5 marks)

QUESTION FIVE (20 MARKS)

(a) What are the essentials of an ideal business plan? (5 marks)

(b) Discuss five causes of a business risk. (5 marks)

(c) How do entrepreneurs contribute to economic development of a country? (5 marks)

(d) What are the factors that influence the requirement of fixed capital in a business? (5 marks)