



UNIVERSITY EXAMINATIONS

FIRST SEMESTER 2025/2026 ACADEMIC YEAR

**FOURTH YEAR EXAMINATION FOR THE DEGREE OF
BACHELOR OF SCIENCE IN COMPUTER SCIENCE**

COMP 422: ENTERPRENUERSHIP AND BUSINESS MANAGEMENT

STREAM: R

TIME: 2 HRS

DAY: FRIDAY [8.30 – 10.30 A.M]

DATE: 06/02/2026

THIS QUESTION PAPER CONSISTS OF THREE (3) PAGES

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.

INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS.**QUESTION ONE (20 MARKS)**

- a) Amanda beauty products is a skin care product company based in finland. She however intends to enter kenyan market as part of her company's growth plan. Discuss how she can apply micheals porters five forces framework in analyzing her competitors in kenyan. **(5 Marks)**
- b) Discuss **five** business life circle and illustrate your answer using a diagram **(5 Marks)**
- c) Discuss **five** key emerging trends in business today **(5 Marks)**
- d) Explain **five** forms of artificial growth in business **(5 Marks)**
- e) Discuss **five** key consumer preference that influence market utility **(5 Marks)**
- f) Discuss **five** sources of influence in business leadership **(5 Marks)**

QUESTION TWO (20 MARKS)

- a) After generating a business idea,It is important that some evaluation be done through screening .Describe the screening process **(5 Marks)**
- b) Discuss **five** structures of market segmentation **(5 Marks)**
- c) Discuss **five** advantages of a capitalistic economy **(5 Marks)**
- d) Explain **five** entrepreneurial behaviour theories. **(5 Marks)**

QUESTION THREE (20 MARKS)

- a) Most large firms are faced with the problem of having an administrative environment which does not support coporate enterpernuership .You are the C.E.O of the digital space IT. A company the that is providing IT solutions to organizations in the region.The company has been trying to encourage the cultureof creativity and innovation .Citing relevant vexamples ,explain five ways which you can use to enhance the culture of creativity in your organization. **(10 Marks)**
- b) Discuss **five** benefits of a social enterprise to an economy. **(5 Marks)**
- c) Discuss **five** importance of business planning. **(5 Marks)**

QUESTION FOUR (20 MARKS)

- a) Discuss the **five** forms of intellectual property rights that are relevant to entrepreneurs (5 Marks)
- b) Discuss **five** criteria that an entrepreneur can use to evaluate sources of business finance (5 Marks)
- c) Explain **five** type of business incubators that promote the efficiency of entrepreneurship (5 Marks)
- d) Discuss **five** unethical behaviours that are practiced by entrepreneurs. (5 Marks)

QUESTION FIVE (20 MARKS)

- a) Using maslow's hypothesis hierachy of needs,explain how an entrepreneur can identify business opportunities. (5 Marks)
- b) Discuss **five** challeges facing small and medium enterprises (5 Marks)
- c) Discuss **five** essential guidelines of successful business networking (5 Marks)
- d) Explain **five** characteristics of a good opportunity in enterprenuership (5 Marks)