



MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

SECOND YEAR SPECIAL/ SUPPLEMENTARY EXAMINATION FOR

BACHELOR OF SCIENCE (COMPUTER SCIENCE)

SCO 404-ENTREPRENEURSHIP

DATE:

TIME:

INSTRUCTIONS:

Answer Question ONE and any other TWO Questions.

QUESTION ONE (30 MARKS)

- Advise an entrepreneur on the steps to follow when starting a business. (10 marks)
- Analyze the functions of the marketing in entrepreneurship. (7 marks)
- “Entrepreneurs are born and not made” critic . (7 marks)
- Discuss the importance of innovation. (6 marks)

QUESTION TWO (20 MARKS)

- Entrepreneurs vary and there are many categories of entrepreneurs in the economy. Analyze eight different types of entrepreneurs . (10 marks)
- Starting a business is a process. Advice a young graduate who wishes to start a business on five challenges likely to faced when running a business. (10 marks)

QUESTION THREE (20 MARKS)

- Explain the functions of management. (10 marks)

- b) Analyze five factors to consider when evaluating ideas and explain how an entrepreneur can utilize the information. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Political factors contribute to the growth of entrepreneurship .Critic the statement.(10 marks)
- b) Explain the contributions of entrepreneurship activities to economic development (10 marks)

QUESTION FIVE (20 MARKS)

Planning a business is a requirement for the success of the business .Discuss the content of a business plan