



MACHAKOS UNIVERSITY

University Examinations for 2021/2022 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

THIRD YEAR SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (TELECOMMUNICATION AND INFORMATION
TECHNOLOGY)

SPH390: ENTREPRENEURSHIP

DATE:

TIME:

INSTRUCTIONS:

- i. *The paper has five questions*
- ii. *Question I is compulsory 30 marks.*
- iii. *Answer any OTHER TWO questions each 20 marks*

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Differentiate between the following terms as used in entrepreneurship:
 - i. Patent and Copyright (2 marks)
 - ii. Startup and Pitch (2 marks)
- b) Identify any SIX characteristics that are required to be a successful entrepreneur. (6 marks)
- c) Identify any FIVE tactics the Kenyan government employed in order to promote entrepreneurship in the country. (5 marks)
- d) Outline any FIVE cultural factors inhibiting entrepreneurial development in your county. (5 marks)
- e) Explain how the legal structure affects management and taxes of a business for the following forms:
 - i. Partnership (5 marks)
 - ii. Limited companies (5 marks)

QUESTION TWO (20 MARKS)

- a) With examples, evaluate FIVE of the most common myths about entrepreneurship. (10 marks)

- b) Examine the functions of networking in a business organization. (10 marks)

QUESTION THREE (20 MARKS)

- a) In approximately 250 words, discuss the Sociological Approach to the study of entrepreneurship. (10 marks)
- b) Explain the procedure of starting a business. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Examine any FIVE traits of a highly innovate thinker. (10 marks)
- b) Elaborate on FIVE ways in which channels of distribution are important for any firm. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Examine FIVE benefits an entrepreneur may derive from engaging in corporate social responsibility. (10 marks)
- b) With reference to Abraham Maslow's humanistic hierarchy of needs, analyze how you would apply it in generating business ideas. (10 marks)