

LAIKIPIA



UNIVERSITY

## UNIVERSITY EXAMINATIONS

2<sup>ND</sup> SEMESTER 2023/2024 ACADEMIC YEAR

FOURTH YEAR EXAMINATION FOR BACHELOR  
OF COMMUNICATION AND MEDIA STUDIES

BCOM 401: ENTREPRENEURSHIP

*STREAM: R*

*TIME: 2 HRS*

*DAY: THURSDAY (2.30-4.30PM)*

*DATE: 11/4/24*

**THIS QUESTION PAPER CONSISTS OF TWO (2 PAGES)**

**PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.**



**INSTRUCTIONS:** Answer question **ONE** and any other **TWO** questions

**QUESTION ONE (30 MARKS)**

- a) i. Explain the term business decay within the context of the business cycle. (4marks)
- ii. Explain five causes of business decay in Kenya. (8marks)
- b) Explain five checklist items that are an important priority to business startup. (5marks)
- c) Explain the five factors that hinder entrepreneurial activities. (5marks)
- d) Outline four reasons for establishment of a business enterprise. (4marks)
- e) State four reasons to consider when evaluating a viable business opportunity. (4marks)

**QUESTION TWO (20 MARKS)**

- a) Using suitable examples for illustration, distinguish between self-employment and wage employment. (5marks)
- b) Explain five appraisals of self-employment for university graduates in Kenya today. (7marks)
- c) What are the factors that have contributed to the growth of entrepreneurship in Kenya? (8marks)

**QUESTION THREE (20 MARKS)**

- a) State government initiatives supporting the creation of business enterprises in Kenya. (4marks)
- b) Explain eight factors that inhibits the development of entrepreneurship in Kenya. (16marks)

**QUESTION FOUR (20 MARKS)**

- a) Discuss the position that an increased supply of entrepreneur in Kenya will spur economic growth. (10marks)
- b) Explain five challenges that may be experienced by a new entrepreneur in Kenya. (10marks)

**QUESTION FIVE (20 MARKS)**

- a) Explain circumstances under which an entrepreneur would prepare a business plan. (10marks)
- b) Highlight the main arguments advanced by the following individuals:
  - i. Richard Cantillon
  - ii. Joseph Schumpeter (10marks)

