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**UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
THIRD YEAR SECOND SEMESTER**

SUPPLEMENTARY EXAMINATION

FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BCE 311

COURSE TITLE: ENTREPRENEURSHIP

DATE: 10/08/2023

TIME: 11:00AM-1:00PM

INSTRUCTION TO CANDIDATES

- 1) The paper contains **FIVE** QUESTIONS
- 2) Question **ONE** is **Compulsory**
- 3) Attempt **ANY TWO** questions

TIME: 2 Hours

QUESTION 1..... (30 MARKS)

- a) What FIVE challenges are posed by emerging trends to entrepreneurs in developing economies?(10 MKS)
- b) Discuss the contributions of SME's to the development of the economy specifically in developing countries. (10 MKS)
- c) Explain the role of the government (Kenya) in promoting entrepreneurship (10 MKS)

QUESTION 2..... (20 MARKS)

- a) Briefly describe FIVE factors to be considered in identifying a good business opportunity (5 MKS)
- b) Discuss the scope and importance of intellectual property rights in an entrepreneur's innovation protection (15 MKS)

QUESTION 3..... (20 MARKS)

- a) Most entrepreneurs carry out their activities at a central location. Outline and briefly explain FIVE measures that one needs to take to gain competitive advantage over their competitors (10 MKS)
- b) Outline FIVE reasons why an entrepreneur may consider moving their operations from a domestic market to the international market (5MKS)

QUESTION 4..... (20 MARKS)

A surgeon set up a clinic in a distant rural area. Six months later, the business was closed.

- a) Identify SIX possible causes that led to the closure of the business? (12 MKS)
- b) Outline FOUR ways in which the entrepreneur could have avoided this failure (8 MKS)

QUESTION 5..... (20 MARKS)

- a) What are the two primary guidelines for deciding whether intellectual property protection should be pursued for a specific intellectual asset? (6 MKS)
- b) Mention the components of a good business plan (14 MKS)