

**UNIVERSITY EXAMINATIONS**



**RESIT/SPECIAL EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE**

**BCOM 404: ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT**

**STREAMS:**

**TIME: 2 HOURS**

**DAY/DATE: WEDNESDAY 03/02/2021**

**11.30 A.M – 1.30 P.M**

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**INSTRUCTIONS:**

**ANSWER QUESTION ONE AND ANY OTHER TWO**

**QUESTION ONE**

- (a) Identify and explain the qualities of a good business plan (10 marks)
- (b) Discuss any five characteristics of a successful entrepreneur (10 marks)
- (c) As an entrepreneur identify **FIVE** common characteristics of a good business idea (10 marks)

**QUESTION TWO**

- (a) Discuss any five types of entrepreneurs (10 marks)
- (b) Outline some of the roles of entrepreneurs in economic development (10 marks)

**QUESTION THREE**

- (a) Identify some of ways by which an entrepreneur can use to motivate employees (10 marks)
- (b) Discuss some of the sources from which a start-up can finance his /her enterprise (10 marks)

**QUESTION FOUR**

(a) Discuss some of the general entrepreneurial skills necessary for management of enterprises (10 marks)

(b) Outline any **FIVE** contents which are necessary when writing a business plan (10marks)

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