



**DEDAN KIMATHI UNIVERSITY OF TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2021/2022 ACADEMIC YEAR**

**SPECIAL/SUPPLEMENTARY EXAMINATION FOR THE DIPLOMA IN COFFEE  
TECHNOLOGY & CERTIFICATE IN COFFEE TECHNOLOGY**

**BCA 0101: ENTREPRENEURSHIP SKILLS**

**DATE: 3/12/2021**

**TIME: 11.00 A.M.-01.00 P.M.**

**INSTRUCTIONS**

1. ANSWER QUESTION ONE AND ANY OTHER TWO
2. DO NOT WRITE ON THIS PAPER

**QUESTION ONE**

- a) Discuss 5 advantages of sole-proprietorship to Entrepreneurs. **(10 marks)**
- b) Explain 5 factors motivating entrepreneurs to start their own businesses **(10 marks)**
- c) Explain 5 key elements of a business plan giving examples in each case. **(10 marks)**

**QUESTION TWO**

- a) Explain the key areas that SMEs should consider while determining the best location for their businesses. **(10 marks)**
- b) Using clear examples, illustrate the Business model canvas and indicate what each block contain **(10 marks)**

**QUESTION THREE**

- a) Discuss the importance of Human Resource Management to Enterprises **(10 marks)**
- b) Explain 5 disadvantages of debt financing (loan borrowing) to entrepreneurs **(10 marks)**

#### **QUESTION FOUR**

- a) Explain 5 examples of unethical practices practiced by business people today **(10 marks)**
- b) Explain 5 disadvantages of buying an existing business over starting a new business.

**(10 marks)**

#### **QUESTION FIVE**

- a) Explain 5 reasons why innovation matters to Small Businesses. **(10 marks)**
- b) Briefly explain 5 stages of design thinking approach as a method to solve problems in organization. **(5 marks)**
- c) Explain the 4 Ps of marketing **(5 marks)**