



DEDAN KIMATHI UNIVERSITY OF TECHNOLOGY

PROGRAMMES: ITPS

APRIL, 2022 EXAMINATION

BCA 0101: ENTREPRENEURSHIP SKILLS

DATE: _____

TIME: _____

INSTRUCTIONS

ANSWER QUESTION ONE AND ANY OTHER TWO

QUESTION ONE

- a) Most companies are considering adopting a design thinking approach to solve existing problems. Briefly explain 5 stages of design thinking that companies can adopt to introduce new products **(5 marks)**
- b) Explain 5 major resources that entrepreneurs need to start and run their businesses. **(10 marks)**
- c) Briefly explain 5 Services offered by the government to SMEs **(5 marks)**
- d) Explain 5 Barriers to self-employment in Kenya **(10 marks)**

QUESTION TWO

- a) Discuss 5 marketing activities practiced by businesses to promote their products to the market **(10 marks)**
- b) Discuss the contribution of Small Medium Enterprises on entrepreneurial development in Kenyan **(10marks)**

QUESTION THREE

- a) Most entrepreneurs are considering incorporating other people into business instead of working alone. Explain 5 characteristics of incorporating other people into the business. **(10 marks)**
- b) Briefly explain 5 staffing activities in an organization. **(5 marks)**
- c) Explain 5 sources of innovation according to Peter Drucker **(5 Marks)**

QUESTION FOUR

- a) Explain 5 importance of developing a business plan to Small businesses in Kenya **(10 marks)**
- b) Explain 5 reasons why small businesses should contribute their own capital to the business instead of taking bank loans. **(10 marks)**

QUESTION FIVE

- a) Explain reasons why small businesses have to practice business ethics in their activities. **(10 marks)**
- b) Explain 5 advantages of starting a new business instead of buying an existing business **(10marks)**