



**DEDAN KIMATHI UNIVERSITY OF TECHNOLOGY
UNIVERSITY EXAMINATION 2021/2022 ACADEMIC YEAR
SUPPLEMENTARY EXAMINATION FOR THIRD YEAR BSC. IN CIVIL
ENGINEERING**

BCM 2240: PRINCIPLES OF ENTREPRENEURSHIP & MARKETING

DATE: 22/04/2022

TIME: 02.00-04.00 P.M.

INSTRUCTIONS: Answer Question 1 and any other two.

QUESTION ONE

a) Read the following short passage and answer the questions that follow.

Making animal feed: How farmers are fighting back against locust invasion

Kenya is battling some of the worst locust plagues in decades, but start-up, The Bug Picture, hopes to transform the pests into profits and bring “hope to the hopeless” whose crops and livelihoods are being destroyed by the insects. Unusual weather patterns exacerbated by climate change have created ideal conditions for surging locust numbers, which have destroyed crops and grazing grounds across East Africa and the Horn.

Scientists say warmer seas are creating more rain, waking dormant eggs, and cyclones that disperse the swarms are getting stronger and more frequent.

The Bug Picture is working with communities around the area of Laikipia, Isiolo and Samburu in central Kenya to harvest the insects and mill them, turning them into protein-rich animal feed and organic fertiliser for farms.

- i) Explain any THREE entrepreneurial behaviours exhibited in this case. (6 marks)
 - ii) Discuss THREE ways in which farmers will benefit from the “The Big Picture’ project. (6 marks)
 - iii) Advise ‘The Big Picture’ management on any THREE methods it can use to reach and persuade farmers in Laikipia to join the project. (6 marks)
- b) Explain any SIX sources of business ideas for entrepreneurs. (6 marks)
- c) Explain any SIX factors that influence consumers’ buying behaviour. (6 marks)

QUESTION TWO

- a) Highlight any FIVE roles played by a marketing manager in an organization. (10 marks)
- b) Give any FIVE characteristics of a good business idea. (10 marks)

QUESTION THREE

- a) Outline any FIVE important roles played by an organizations' employees. (10 marks)
- b) Discuss any FIVE common sources of business ideas for entrepreneurs. (10 marks)

QUESTION FOUR

- a) Explain any FIVE objectives an entrepreneur would have in starting a business. (10 marks)
- b) Explain any FIVE product factors used by marketers in attracting and maintaining customers. (10 marks)

QUESTION FIVE

- a) Discuss any FIVE promotion factors used by marketers in attracting and maintaining customers. (10 marks)
- b) Explain any FIVE common problems faced by entrepreneurs in doing business in Kenya. (10 marks)