



**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

**UNIVERSITY MAIN EXAMINATION
2021/2022 ACADEMIC YEAR**

**THIRD YEAR TRIMESTER EXAMINATIONS
FOR THE DEGREE
OF
BACHELORS OF COMMERCE**

COURSE CODE: BCB 204/IRD 305

COURSE TITLE: ENTREPRENEURSHIP

DATE: THURSDAY, 28TH JULY 2022 TIME: 2:00 - 4:00PM

INSTRUCTIONS TO CANDIDATES

1. Question ONE (1) is compulsory
2. Answer other TWO questions

Do not write anything on the question paper

Question 1

Read the case study below and answer the questions that follow.

Founded in 2013 primarily as a coding boot camp, Tech Talent South offers both part-time and full-time courses on topics like Ruby on Rails and Big Data Analytics. Most of the camp's programs are run out of cooperative working spaces and temporary locations throughout the cities it has a presence in. The primary focus of the Atlanta-founded and now North Carolina-based company as branded in the name was on coding in the South, but the company to date has expanded to eleven markets with plans to expand even more. The founder, Betsy Idilbi, jokes that she wouldn't have named the company Tech Talent South if she had known its full potential and growth, including being plugged into the entrepreneurial ecosystem in places such as Columbus, Ohio. The company even has offices in the northeastern city of Hartford, Connecticut.

- (a) Could a feasibility analysis have helped Betsy from the start? Explain. (10 marks)
- (b) The company has expanded its business to offer corporate trainings at existing companies, rather than teaching classes directly to student enrollees. How would you identify a new potential market for Tech Talent South to enter?(10 mark)
- (c) How would you advise the company on making go-or-no-go decisions for entering new markets? (10 marks)

Question 2

- (a) While culture has been defined in many different ways, the term generally refers to common ways of thinking and behaving that are passed on from parents to children or transmitted by social organizations, developed, and then reinforced through social pressure. Discuss how culture affects the choice of new venture. (10 marks)
- (b) Discuss and explain ethical and legal issues facing new venture creation in Kenya today. (10 Marks)

Question Three

- (a) Some of the more fruitful sources of idea for entrepreneurs include: consumers, existing products and services, distribution channels, the government, research and development. Discuss and explain how each of the four is a source of idea for an entrepreneur. (10 marks)

(b) Discuss any five courses of failure of new ventures.

(10 marks)

Question Four

(a) Discuss briefly five stages of creating an enterprise.

(10 marks)

(b) State and explain the role of entrepreneurship to the Kenyan economy.

(10 marks)

Question 5

(i) Briefly explain five various sources of capital for small and micro Enterprises in Kenya. (10 marks)

(ii) Most entrepreneurs prefer internal financing rather than depending on external financing. Use illustrations and examples of how you would accomplish this in your own new venture. (10 marks)

END

