



# EAST

**FINAL EXAMINATION**

**SCHOOL OF BIBLE AND THEOLOGY**

**BURUBURU CAMPUS**

**FIRST SEMESTER, 2025/2026 ACADEMIC YEAR**

**EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS IN**

**BIBLICAL STUDIES**

**UCC 211/DBA 211: ENTREPRENEURSHIP (FORM B)**

**STREAM:**

**TIME: 2 HOURS**

**EXAMINATION SESSION: NOV/DEC**

**YEAR: 2025**

**DAY [ ]**

**DATE: [ ]**

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**INSTRUCTIONS:**

1. Attempt ALL the questions in **Section A**
  2. Attempt any **Two** questions in **Section B**
  3. The entire exam is worth forty (40) marks.
  4. Write **ONLY** on the space provided on the answer sheet or as otherwise instructed.
  5. Where necessary Show your working clearly.
  6. Do **NOT** attempt to access any library, online (audio, video, digital or electronic) or paper-based (written), sources for your answers unless this is clearly advised in the Question.
  7. The camera must be on throughout the exam period.
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### Question One (Compulsory) – 20 Marks

(a) Explain **five characteristics** of a successful entrepreneur.  
(10 marks)

(b) Discuss **five reasons why entrepreneurship is important** to the economic development of a country.  
(10 marks)

### SECTION B (20 MARKS) – CHOOSE TWO QUESTIONS

#### Question 2

(a) Differentiate between the following concepts:

- (i) Entrepreneur and Intrapreneur
  - (ii) Innovation and Invention
  - (iii) Sole proprietorship and Partnership
- (5 marks)

(b) Explain **five advantages** of being self-employed.  
(5 marks)

#### Question 3

(a) Describe **five factors** that influence an individual's decision to become an entrepreneur.  
(5 marks)

(b) Explain **five sources of business ideas** available to entrepreneurs.  
(5 marks)

#### Question 4

(a) Explain **five components** of a business plan.  
(5 marks)

(b) Discuss **five benefits** of preparing a business plan before starting a business.  
(5 marks)

#### Question 5

(a) Explain **five challenges** faced by entrepreneurs in developing economies.  
(5 marks)

(b) Suggest **five measures** that governments can take to support entrepreneurship.  
(5 marks)

# Marking Scheme

## QUESTION 1 (Compulsory)

### (a) Five characteristics of a successful entrepreneur (10 marks)

Any  $5 \times 2$  marks = 10 marks

1. **Innovative** – Able to generate new ideas, products, or methods to improve the business.
2. **Risk-taker** – Willing to take calculated risks to achieve business success.
3. **Visionary** – Has a clear sense of direction and future goals for the business.
4. **Self-motivated** – Works diligently without needing external pressure.
5. **Decision-maker** – Makes prompt and sound business decisions.
6. **Resilient** – Persists in the face of challenges and setbacks.
7. **Leadership skills** – Can inspire and manage teams effectively.

### (b) Five reasons why entrepreneurship is important to economic development (10 marks)

Any  $5 \times 2$  marks = 10 marks

1. **Job creation** – Entrepreneurs establish businesses that provide employment opportunities.
2. **Wealth creation** – New businesses generate income and profits that circulate in the economy.
3. **Innovation** – Entrepreneurs introduce new products and technologies that improve productivity.
4. **Increased competition** – Leads to better products and services at lower prices.
5. **Utilization of local resources** – Promotes exploitation of underutilized resources.
6. **Improved living standards** – Through provision of goods, services, and income.
7. **Foreign exchange earnings** – Export-oriented businesses earn foreign currency.

## QUESTION 2

### (a) Differences between concepts (5 marks)

Each correct distinction = 2 marks  $\times$  3 = 6 marks (1 mark per side)

Concept	Entrepreneur	Intrapreneur
Definition	Starts and owns a business	Innovates within an existing organization

<b>Concept</b>	<b>Entrepreneur</b>	<b>Intrapreneur</b>
Risk	Takes personal financial risk	Uses company resources; limited personal risk
Reward	Retains profit	Gets salary/benefits
<b>Concept</b>	<b>Innovation</b>	<b>Invention</b>
Definition	Application of new ideas to create value	Discovery/creation of something entirely new
Focus	Improvement/application	Original creation
<b>Concept</b>	<b>Sole proprietorship</b>	<b>Partnership</b>
Ownership	One person	Two or more people
Liability	Unlimited personal liability	Shared liability

**Marking:** 1 mark for each correct point × 6

**(b) Advantages of being self-employed (5 marks)**

Any 5

1. **Independence** – Full control over business decisions.
2. **Profit retention** – Owner enjoys all business profits.
3. **Flexibility** – Can set own work schedule and priorities.
4. **Job satisfaction** – Achieves personal goals through own efforts.
5. **Opportunity for creativity** – Freedom to innovate without restrictions.
6. **Wealth creation** – Potential for unlimited income growth.
7. **Legacy building** – Can build a family business or brand.

**QUESTION 3**

**(a) Factors influencing decision to become an entrepreneur (10 marks)**

Any 5

1. **Need for independence** – Desire to be one’s own boss.
2. **Availability of capital** – Access to financial resources encourages entrepreneurship.
3. **Unemployment** – Lack of formal employment opportunities pushes individuals to self-employment.
4. **Family background** – Entrepreneurial families often inspire others to join business.
5. **Government incentives** – Tax breaks, loans, or support schemes encourage business start-ups.
6. **Market opportunities** – Existence of unmet needs in the market.
7. **Personal skills and talents** – Encourages individuals to exploit their abilities.

**(b) Sources of business ideas (5 marks)**

Any 5

1. **Market research** – Identifying gaps in the market through surveys or observation.
2. **Personal hobbies and interests** – Turning passions into business opportunities.
3. **Franchising** – Adopting proven business concepts.
4. **Brainstorming** – Generating creative ideas through group discussions.
5. **Imitating existing businesses** – Adapting successful models to a new context.
6. **Customer feedback** – Responding to expressed needs of consumers.
7. **Trade fairs and exhibitions** – Exposure to new products and trends.

## QUESTION 4

**(a) Components of a business plan (5 marks)**

Any 5

1. **Executive summary** – Overview of the business.
  2. **Business description** – Nature, structure, and goals of the business.
  3. **Market analysis** – Target market, competitors, and demand trends.
  4. **Marketing plan** – Promotion and distribution strategies.
  5. **Operations plan** – Day-to-day business activities and logistics.
  6. **Financial plan** – Budgets, projections, and funding requirements.
  7. **Management structure** – Organizational roles and responsibilities.
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**(b) Benefits of preparing a business plan (5 marks)**

Any 5

1. **Provides direction** – Serves as a roadmap for business activities.
2. **Facilitates financing** – Attracts investors and lenders.
3. **Clarifies objectives** – Ensures clear goals and strategies.
4. **Risk management** – Identifies potential challenges in advance.
5. **Performance evaluation** – Acts as a benchmark for monitoring progress.
6. **Resource allocation** – Guides effective use of resources.

## QUESTION 5

**(a) Challenges faced by entrepreneurs in developing economies (5 marks)**

Any 5

1. **Limited access to finance** – Difficulty in obtaining loans or credit.
2. **Poor infrastructure** – Transport and communication problems.
3. **Market instability** – Fluctuating demand and prices.
4. **Bureaucratic procedures** – Lengthy registration and licensing processes.
5. **Limited skilled labor** – Shortage of qualified employees.
6. **Inadequate support services** – Few advisory or incubation services.
7. **High taxation** – Discourages small businesses.

**(b) Measures government can take to support entrepreneurship (10 marks)**

Any 5

1. **Provide affordable credit** – Through grants, loans, or microfinance.
2. **Improve infrastructure** – Roads, electricity, internet.
3. **Simplify business registration** – Reduce bureaucracy and delays.
4. **Offer tax incentives** – To encourage start-ups.
5. **Training and capacity building** – Entrepreneurial education and mentorship.
6. **Establish incubation centers** – To nurture new businesses.
7. **Market support** – Facilitating access to local and international markets.