



NURTURING INNOVATORS

RIARA SCHOOL OF BUSINESS

MAY –AUGUST 2022 TRIMESTER

EXAMINATION FOR DIPLOMA IN BUSINESS MANAGEMENT

EVENING PROGRAMME

RBM 020: ENTREPRENEURSHIP AND BUSINESS MANAGEMENT

DATE: 7TH DECEMBER, 2023

TIME: 2

HOURS

GENERAL INSTRUCTIONS:

- i. Students are **NOT** permitted to write on the examination paper during reading time.
- ii. This is a closed book examination. Text book/Reference books/notes are not permitted.

SPECIAL INSTRUCTIONS

1. Write your REGISTRATION NO. Clearly on the answer booklet(s).
2. Answer Question One and ANY other TWO questions.
3. Questions in all sections should be answered in answer booklet(s)
4. PLEASE start the answer to EACH question on a NEW PAGE.
5. For the questions, write the number of the question on the answer booklet(s) in the order you answered.
6. Write on both sides of each leaf and indicate number of each question at the top of each page.
7. Write the answers in a paragraph form unless stated otherwise.
8. Marks allocated to each question are shown at the end of the question.
9. All rough work must be done on the answer booklet and crossed through!
10. Use supplementary pages only when you have exhausted those in this book.

11. Fasten the supplementary pages to the inside back cover of this booklet.

QUESTION ONE

- a) Highlight FIVE aspects of entrepreneurship **(5 marks)**
- b) Critique how entrepreneurship enhances Kenya's economic development **(6 marks)**
- c) Identify FOUR ways of sourcing business ideas **(4 marks)**
- d) Document the process of writing a business plan explaining each step **(10 marks)**
- e) Being an entrepreneur means being a 'jerk of all trades' showcase how you maintain business relations with your stakeholders. **(5 marks)**

QUESTION TWO

- a) Evaluate THREE promises and THREE perils of the Gig Economy **(12 marks)**
- b) Describe the phases of a business cycle **(8 marks)**

QUESTION THREE

- a) Explore SIX sources of business finance for an entrepreneur **(12 marks)**
- b) Provide an overview of the scenarios that would trigger a person to venture in entrepreneurship **(8 marks)**

QUESTION FOUR

- a) Analyze the FOUR elements of intellectual property in business conduct **(8 marks)**
- b) Evaluate SIX emerging trends in entrepreneurship **(12 marks)**