



**KISII**

**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**SECOND YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF  
ENTREPRENEURSHIP MANAGEMENT**

**FIRST SEMESTER EXAM 2022/2023**

**(AUGUST-DECEMBER, 2023)**

**BEAM 410: ADVANCED MANAGEMENT FOR ENTREPRENEURS**

**EXAM DRAFT 1**

**STREAM: Y4S1**

**TIME: 2 HOURS**

**DAY:** \_\_\_\_\_

**DATE:** \_\_\_\_\_

**INSTRUCTIONS**

**ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS**

**QUESTION ONE**

- a) With Examples, Discuss Five Key roles of an entrepreneur manager in a new venture start-up (11 Marks)
- b) Giving an example each, Distinguish between the following concepts
  - i. Strategy and Strategic planning (2 Marks)
  - ii. Mission Statement and vision statement (2Marks)
- c) Explain Five elements of strategic –fit and its implications in family business (10 Marks)

**QUESTION TWO**

- a) Discuss Five challenges that an entrepreneur manager faces in managing the start-up business (10 Marks)
- b) State and explain Five sources of finance available to a small scale entrepreneur (5 Marks)

**QUESTION THREE**

a) COVID19 Pandemic, has both been an opportunity and a curse to most small businesses in the country. Illustrate this in Five ways (11marks)

b) Why is Corporate Strategy reviewed now and again by small business organizations (4 marks)

**QUESTION FOUR**

a) With examples, discuss Five Key roles of information technology in entrepreneurship (11marks)

b) Explain Four Components of Risk Management plan in Entrepreneurship (4 Marks)

**QUESTION FIVE**

a) With examples, Discuss Five ways in which Small businesses have contributed to creativity and innovation in the Kenyan Economy (11 Marks)

b) Explain Three main techniques/tools preferred by an entrepreneur during evaluation of business (4 Marks)