

IRD 305



OFFICE OF THE DEPUTY PRINCIPAL

ACADEMICS, RESEARCH AND STUDENTS' AFFAIRS

UNIVERSITY EXAMINATIONS

2020 /2021 ACADEMIC YEAR

THIRD YEAR SECOND SEMESTER SPECIAL EXAMINATION

**FOR THE BACHELOR OF MICROBIOLOGY, MEDICAL LABORATORY SCIENCES
AND PHYSIOTHERAPY**

COURSE CODE: IRD 305

COURSE TITLE: ENTREPRENUERSHIP

DATE: 17/03/2021

TIME: 3 HOURS

INSTRUCTION TO CANDIDATES

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THIS PAPER CONSISTS OF 4 PRINTED PAGES

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**MAIN/REGULAR EXAMINATION
IRD 305: ENTREPRENEURSHIP**

STREAM: MIC/MLS/PT

DURATION: 3HRS

INSTRUCTIONS:

- Answer Question **ONE** and any other **TWO** questions.
 - Question **ONE** carries **30 Marks**
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Read the following case study and answer the questions that follow:

A Pigskin Revolution

Ed Sabol, a once unhappy coat salesman, had a passion for filming his son's high school football games and other activities. Word of Ed's filming abilities soon got around and he found himself working a number of local high school games. This led to Ed's successful bid (\$3,000) to film the 1962 NFL championship game. Then Commissioner Pete Rozelle was so impressed with the work that he agreed to Ed's proposal to create a new entity known as NFL Films that would both preserve the history of the game and promote it to the nation's sports fans. NFL Films' creative approach to the game has resulted in 82 Emmy Awards to date.

Ed retired in 1987, turning the reins over to his son Steve who has taken the company to new heights thanks in part to his empowering leadership style and product innovation. The company now has a 200,000 square foot state-of-the-art facility.

QUESTION ONE

- a. From the case above identify the entrepreneurial traits that Ed Sabol and his son Steve exhibit? (6mks)
- b. How would you characterize the Sabol's philosophy, beliefs, and values to a small business as it grows? (6mks)
- c. As an Entrepreneurship student suggest the possible factors which could have led to NFL Films' success? (6mks)
- d. Do these entrepreneurs exhibit the entrepreneurial spirit? If so, how? (6mks)
- e. How do these entrepreneurs view failure? Is their view typical of most entrepreneurs? (6mks)

QUESTION TWO

- a) “Entrepreneurship is more mundane than it’s sometimes portrayed ... you don’t need to be a person of mythical proportions to be very, very successful in building a company.”
Do you agree? Explain. (10mks)
- b) Entrepreneurship has assumed super importance for accelerating economic growth both in developed and developing countries. Justify (10mks)

QUESTION THREE

The terms entrepreneur, small business owner, entrepreneurship and small business have often been used synonymously. While they may have similarities, there are significant differences particularly between entrepreneurial venture and the small business. Discuss. (20 marks)

QUESTION FOUR

Supposing you are consulted by a small business manager upon graduation to provide advice on how to deal with competitive threats; competitive rivalry, new entrants, substitute goods, suppliers and customers, Write a report. (20 marks)

QUESTION FIVE

- (a) Describe any five sources of business ideas for entrepreneurs in Kenya (10mks)
- (b) Explain clearly any five ways of becoming an entrepreneur (10mks)

.....**END**.....