



MURANG'A UNIVERSITY COLLEGE

(A Constituent College of Jomo Kenyatta University of Science and Technology)

MAIN CAMPUS

ORDINARY UNIVERSITY EXAMINATION 2015/2016 ACADEMIC YEAR

SECOND SEMESTER EXAMINATION FOR THE DIPLOMA OF INFORMATION TECHNOLOGY AND

(DIT, DBM, DHM, CHM, & ME)

COURSE CODE: DBE 1121, UCC1106, UCC0106)

COURSE TITLE: ENTREPRENEURSHIP SKILLS

DATE: 15th DECEMBER, 2015

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATE:

Question **ONE (1)** is compulsory that carry **30 marks.**

Answer Any other **TWO (2)** questions of the Three questions each **20 marks**

DURATION 2HOURS

MRUC observes ZERO tolerance to examination irregularities

This paper consists of 2 printed pages. Please turnover

QUESTION ONE

- (a) Outline TEN characteristics of entrepreneurs. [10 marks]
- (b) Briefly discuss FIVE types of entrepreneurs. [10 marks]
- (c) Explain FIVE reasons that makes majority of small businesses fail in their initial stages. [10 marks]

QUESTION TWO

- (a) Explain FIVE sources of business idea. [10 marks]
- (b) Discuss FIVE roles that entrepreneurs have played towards the economic development in Kenya. [10 marks]

QUESTION THREE

- (a) Self-employment is the only alternative to paid employment. Discuss any FIVE problems of running small enterprises in Kenya. [10 marks]
- (b) Explain the FIVE steps/procedures of starting a small business. [10 marks]

QUESTION FOUR

- (a) Outline at least TEN factors that an entrepreneur should consider when looking for a business location. [10 marks]
- (b) Explain at least FIVE shortfall that entrepreneur can face in franchising. [10 marks]