



MURANG'A UNIVERSITY COLLEGE

(A Constituent College of Jomo Kenyatta University of Agriculture & Technology)

SCHOOL OF BUSINESS HUMAN RESOURCE DEPARTMENT

CLASS : DBM/15 (PURHASING, ACC. OPTION, MECH, F\$B)

ENTREPRENEURSHIP EDUCATION COURSE CODE: DBE1121
END OF YEAR ONE (SEMESTER III) EXAMINATION

DATE: 22ND APRIL 2016

TIME: 2 HOURS

Instructions to the candidate:

- I. This examination is comprised of **FIVE** questions
- II. Attempt All Questions
- III. The maximum marks are as indicated.

QUESTION ONE

1 (a) Explain the following terms:

- Entrepreneur
- Entrepreneurship
- Entrepreneurship education
- Intrapreneur

(10 mks)

(b) Entrepreneurs have unique characteristics. Discuss any **FIVE** characteristics of a successful entrepreneur.

(10 mks)

QUESTION TWO

- (a) List **TWO** advantages and **THREE** disadvantages of self-employment compared with salaried employment. (10 mks)
- (b) Entrepreneurs contribute immensely to the economic development in a country. Discuss **FIVE** contributions that entrepreneurs contribute towards economic development in Kenya. (10 mks)

QUESTION THREE

- (a) Explain **FIVE** factors to be considered when starting a small enterprise. (10mks)
- (b) Explain **FIVE** challenges faced when starting a small enterprise. (10mks)

QUESTION FOUR

- (a) Explain the term business idea. (2 mks)
- (b) Discuss **FOUR** sources of a business idea. (8 mks)
- (c) Explain **FIVE** tasks of an entrepreneur. (5mks)
- (d) Explain **FIVE** roles of an entrepreneur. (5mks)

QUESTION FIVE

- (a) Discuss the following ways of getting into self employment:-
- starting from scratch
 - franchising systems (10 mks)
- (b) Discuss the following types of competition:-
- pure monopoly
 - duopoly
 - monopolistic
 - pure competition (10 mks)