



**MURANG'A UNIVERSITY COLLEGE**

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

**MAIN CAMPUS**

**ORDINARY UNIVERSITY EXAMINATION 2014/2015 ACADEMIC YEAR**

**SECOND SEMESTER EXAMINATION FOR THE DIPLOMA OF INFORMATION TECHNOLOGY AND  
BUSINESS MANAGEMENT**

**(DIT 14D & DBM 14D)**

**COURSE CODE: DBE 1121**

**COURSE TITLE: ENTREPRENEURSHIP SKILLS**

**DATE: 22<sup>ND</sup> APRIL 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**

MRUC observes ZERO tolerance to examination irregularities

*This paper consists of 2 printed pages. Please turnover*

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- Q.1 (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]
- Q.2 (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

Q. 3 (a) Self-employment is the only alternative 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]

Q.4 (a) Outline at least TEN factors that an entrepreneur should consider when looking for a business location. [10 marks ]

(b) Explain at least FIVE disadvantages that entrepreneur can face in franchising.

[ 10 marks]