



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 CO-OPERATIVE MANAGEMENT

(CM 14D Y1 SEM2 KNEC)

COURSE CODE: EP1101

COURSE TITLE: ENTREPRENEURSHIP EDUCATION

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

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QUESTION ONE

- Q1. (a) Explain any FIVE roles of an entrepreneur in business. [10 marks]
- (b) Explain FIVE government strategies towards assisting the small scale enterprises in Kenya. 15 marks
- (c) Outline FIVE issues that an entrepreneur must consider when offering his/her products and services in a tender. [10 marks]

QUESTION TWO

- (a) Explain the business Environment that an entrepreneur needs to observe before starting to operate his/her business. [10marks]
- (b) Discuss FIVE factors that an entrepreneur need to consider when selecting a business site. [10 marks]

QUESTION THREE

- (a) Explain the FIVE essential components of a business contract. [10 marks]
- (b) A business opportunity is an attractive project chance which one can exploit based on what is known about its possible chances of success. In line with this statement, explain FIVE indicators of a good business opportunity. [10 marks]

QUESTION FOUR

- (a) A business plan acts as a guide to any person starting a new venture. In line with this statement, explain the procedure of starting up a business. [10marks]
- (b) Discuss FIVE factors that an aspiring entrepreneur need to put into consideration when evaluating a given business environment. [10 marks]