



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**

(DBMY1, DBE1121, DIT)

COURSE CODE: DBE 1121

COURSE TITLE: ENTREPRENEURSHIP SKILLS

DATE: 19th august 2015

TIME: 2 hours

INSTRUCTIONS TO CANDIDATE:

Question **ONE (1)** is compulsory and 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** personalities of entrepreneurs. **(10 marks)**
- b. Discuss **FIVE** types of entrepreneurs. **(10 marks)**
- c. Explain the **FIVE** steps of starting small enterprise. **(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 option for the unemployed. Discuss any **FIVE** challenges of operating a small enterprise in Kenya. **(10 marks)**
- b. Explain **FIVE** reasons why majority of small businesses fail in their first 3 years of operation. **(10 marks)**

QUESTION FOUR

- a. Outline at least **TEN** factors that an aspiring entrepreneur should consider when choosing for a business site. **(10 marks)**
- b. Explain at least **FIVE** shortcomings that entrepreneur can face in franchising. **(10 marks)**