



**MURANG'A UNIVERSITY COLLEGE**

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

**UNIVERSITY EXAMINATION 2014/2015 ACADEMIC YEAR**

**SPECIAL/ SUPPLEMENTARY EXAM**

**THIRD SEMESTER EXAMINATION FOR THE DIPLOMA OF BUSINESS MANAGEMENT**

**(CM 14D SEM 2 KNEC)**

**COURSE CODE: EP 1101**

**COURSE TITLE: ENTREPRENEURSHIP EDUCATION**

**DATE:** \_\_\_\_\_ **TIME:** \_\_\_\_\_

**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*

*Page 1 of 2*

- Q1. (a) State **five** benefits of entrepreneurship. 5marks
- (b) Fatima would like to invest in a small business enterprise other than being employed. Advise her on the need for self-employment. 10marks
- (c) Discuss in details **five** ways in which entrepreneurship has helped the economy in this country. 10marks
- (d) Outline **five** Sources of business ideas. 5 marks
- Q2. (a) Explain **five** steps of starting a business. 10marks
- (b) Briefly explain the components of a business plan. 10marks
- Q3. (a) Citing relevant examples differentiate between innovation and creativity. 10marks
- (b) Explain at least **five** reasons why people become creative and innovative. 10marks
- Q4. (a) Explain some deadly mistakes of entrepreneurs that contribute to the failure of their business. 10marks
- (b) Explain the challenges that an entrepreneur is liable to encounter when starting his/her business. 10marks