



MURANG'A UNIVERSITY COLLEGE

(A constituent college of Jomo Kenyatta University of Agriculture and Technology)

BUSINESS DEPARTMENT

CLASS: AS/BIO/14D

UNIT CODE EP1101

UNIT TITLE: ENTERPRENEURSHIP

TIME: 8.00-11.00AM

DATE: 7TH AUGUST 2015

SPECIAL EXAMINATION

ANSWER ALL THE QUESTIONS

1 (a) Explain the following terms:

- i. Entrepreneur
- ii. Entrepreneurship (4 marks)

(b) Entrepreneurs have unique characteristics. Discuss any **FIVE** characteristics of a Successful entrepreneur. (10 marks)

(c) List and explain **THREE** factors that impede the growth of entrepreneurship. (6marks)

2 (a) list **TWO** advantages and **THREE** disadvantages of self-employment compared with salaried employment. (5 marks)

(b) Entrepreneurs contribute immensely to the economy development in a country. Discuss **FIVE** contributions that entrepreneurs contribute towards economic development in Kenya. (15 marks)

3 (a) Explain the term business idea. (2 marks)

(b) Discuss **FIVE** sources of a business idea. (10 marks)

(c) Discuss any **FOUR** types of entrepreneurs. (8 marks)

- 4(a) Explain the term business opportunity. (2marks)
- (b) Discuss **FIVE** characteristics of a good business opportunity. (10marks)
- (c) Discuss **FOUR** entrepreneur needs in order to run his venture successfully. (8marks)
- 5 (a) Discuss **FIVE** strategies that an entrepreneur may employ to cope with competition. (10marks)
- (b) Discuss the term risk management. (4marks)
- (c) Explain any **TWO** types of business risk. (6marks)