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KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
FIRST YEAR, FIRST SEMESTER EXAMINATION
FOR THE DIPLOMA IN BUSINESS INFORMATION TECHNOLOGY
DCU 1003 – ENTREPRENEURSHIP DEVELOPMENT

Date: 12TH APRIL 2022
Time: 8:30AM – 11:30AM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

Before entering the Yale School of Management, James Guba had thought about becoming an entrepreneur. He did not have a specific idea to build a business around, but he did aspire to take charge of an organization and grow it. At Yale, Guba discovered an entrepreneurial niche called “search funds” that would allow him to acquire and lead a company that he had not built from scratch. Inspired, Guba met with search fund entrepreneurs to learn about their different paths to building their funds

Required:

With reference to the above case study;

- a) Define the terms entrepreneurship and an entrepreneur (4 Marks)
- b) State the contribution of entrepreneurship to national development (5 Marks)
- c) Mention three theories of entrepreneurship (5 Marks)
- d) Explain five roles of an entrepreneur in an enterprise (5 Marks)
- e) State the importance of creativity and innovation to an entrepreneur (5 Marks)
- f) Describe the business life cycle (6 Marks)

QUESTION TWO (20 MARKS)

- a) Briefly discuss the factors inhibiting entrepreneurial development. (8 Marks)
- b) Explain methods of generating business ideas for business opportunities (6 Marks)
- c) Explain the challenges faced when starting a small business enterprise (6 Marks)

QUESTION THREE (20 MARKS)

- a) Discuss the benefits of business enterprise social responsibility. (8 Marks)
- b) Explain the categories of business enterprise social responsibility (8 Marks)
- c) Identify entrepreneurial motivation factors (4 Marks)

QUESTION FOUR (20 MARKS)

- a) Examine components of a business plan in clarifying issues in a business (8 Marks)
- b) Discuss the need for ethics issue in a business (8 Marks)
- c) Explain key entrepreneurial competences in a business (4 Marks)

QUESTION FIVE (20 MARKS)

- a) Highlight the importance of ICT in small business enterprise (8 Marks)
- b) Discuss the emerging trends and issues in entrepreneurship. (6 Marks)
- c) Briefly discuss the factors inhibiting entrepreneurial development (6 Marks)