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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR
FOR THE DIPLOMA IN HUMAN RESOURCE MANAGEMENT
DCU 1003 - ENTREPRENEURSHIP DEVELOPMENT

Date: 12th April, 2022
Time: 8.30 am – 10.30am

INSTRUCTIONS TO CANDIDATE

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Explain who an entrepreneur represents in entrepreneurship (2 Marks)
- b) Differentiate between acquisition and advertising with one example for each (4 Marks)
- c) Highlight the importance of due diligence in procurement processes (6 Marks)
- d) Identify factors that motivate entrepreneurs (6 Marks)
- e) Mary recently got employed and has been thinking of how to spend her new income. Advise her on the importance of considering “basic needs” and “wants” in her budget (6 Marks)
- f) Analyze setbacks of self-employment (6 Marks)

QUESTION TWO (20 MARKS)

- a) Using examples, explain three functions of an entrepreneur (6 Marks)
- b) As an Entrepreneur, you must scan your environment well before embarking on any business venture, Discuss two environmental scanning tools. (10 Marks)

QUESTION THREE (20 MARKS)

- a) Discuss factors that you have to consider when starting a business (10 Marks)
- b) As an entrepreneur, you are to give a talk on ways of protecting Business ideas, select two such ways and examine what they represent. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) According to psychologist Abraham Maslow “Human beings are never satisfied”; with an example justify this statement. (10 Marks)
- b) As an Entrepreneur, research and brainstorming meetings are inevitable, you are to choose a leadership style on how to conduct your meetings. Analyze the “democratic leadership style” and the “Autocratic leadership style” stating two advantages and disadvantages of each (10 Marks)

QUESTION FIVE (20 MARKS)

- a) Group participation is one of the best methods of solving problems both for individuals, organizations and students. Discuss four of its advantages. (10 Marks)
- b) Among the factors that restrain entrepreneurs from going global include “consumer trends”, explain the term and expound on “customer satisfaction” and “customer delightment” (10 Marks)