



Kasarani Campus
Off Thika Road
Tel. 2042692 / 3
P.O. Box 49274, 00100
NAIROBI
Westlands Campus
Pamstech House
Woodvale Grove
Tel. 4442212
Fax: 4444175

KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR
FIRST YEAR, SECOND SEMESTER EXAMINATION
FOR THE DIPLOMA IN PROCUREMENT & SUPPLIES
MANAGEMENT
DCU 1003 ENTREPRENEURSHIP DEVELOPMENT

Date: 6TH AUGUST, 2024
Time: 8:30AM -10:30AM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

A Sole Proprietor

James started a business in Kilifi. He was selling construction materials. However, he realized the business was declining in profit and decided to be more creative and innovative. He came up with different sources of business ideas and formulated a new management. They were mandated to come up with business records and ensure that the new business participates in corporate social responsibilities.

In regard to the above information, respond to the following:

- a) James is a self-employed entrepreneur. Suggest three differences between self-employment and salaried-employment. **(6 Marks)**
- b) James decided to be more creative and innovative. Highlight the benefits of creativity and innovation in entrepreneurship. **(5 Marks)**
- c) A new management was formulated. Describe the functions of management in entrepreneurship. **(4 Marks)**
- d) Explain business records involved in entrepreneurship? **(5 Marks)**
- e) Highlight sources of business ideas. **(4 Marks)**
- f) James agreed to the new business to include Corporate Social Responsibility. Explain the benefits of CSR to his competitors? **(6 Marks)**

QUESTION TWO (20 MARKS)

- a) An entrepreneur is an individual who creates a new business, bearing most of the risks and enjoying most of the rewards. Explain various types of entrepreneurs. **(5 Marks)**
- b) Creativity and Innovation is very important in an organization. Discuss mitigating barriers of creativity and innovation. **(8 Marks)**

- c) There are several stakeholders involved in Business. Describe the types of Stakeholders and their Responsibilities in business. **(7 Marks)**

QUESTIONS THREE (20 MARKS)

- a) Entrepreneurial culture is important because it promotes a proactive and forward-thinking approach. Discuss habits that promote entrepreneurial culture. **(6 Marks)**
- b) There are so many benefits of marketing to small enterprises. Explain some of them. **(7 Marks)**
- c) Budget development is crucial in all businesses. Discuss the benefits of budget development in entrepreneurship. **(7 Marks)**

QUESTION FOUR (20 MARKS)

- a) Discuss the importance of Human Resource Management to small business enterprises. **(6 Marks)**
- b) There are so many emerging issues and trends in entrepreneurship worldwide. Explain some of the Emerging issues and trends in entrepreneurship. **(8 Marks)**
- c) Small businesses are operated with a lot of challenges that business owners need to take good care of Discuss some of these Challenges of a small business. **(6 Marks)**

QUESTION FIVE (20 MARKS)

- a) Financial management is taken as one of the main activity in entrepreneurship. Analyze the Benefits of financial management. **(6 Marks)**
- b) E-commerce is one of the most applied internet in business transactions. Explain the Advantages and Disadvantages of E-commerce to small enterprises. **(8 Marks)**
- c) HRM is one of the departments in any corporate and should be held with high esteem. Describe the Functions of human resource management in entrepreneurship. **(6 Marks)**