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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR
FIRST YEAR, FIRST SEMESTER EXAMINATION
FOR THE DIPLOMA IN BUSINESS ADMINISTRATION
DCU 1003- ENTREPRENEURSHIP DEVELOPMENT

Date: 6TH DECEMBER 2022
Time: 8.30 am –

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Describe the economic factors that promote entrepreneurship development. **(6 Marks)**
- b) Explain factors one has to consider before choosing a type of entrepreneurial financing. **(6 Marks)**
- c) Summarize the procedure for starting a new business venture. **(6 Marks)**
- d) Discuss the five essential aspects of entrepreneurship. **(6 Marks)**
- e) Illustrate how employment can arise from entrepreneurship. **(6 Marks)**

QUESTION TWO (20 MARKS)

- a) Explain specific entrepreneurial qualities that are vital in crisis situation. **(8 Marks)**
- b) Analyze the role of mentorship in entrepreneurial success. **(8 Marks)**
- c) Outline the myths about entrepreneurs in Kenya. **(4 Marks)**

QUESTION THREE (20 MARKS)

- a) Discuss the marketing process. **(8 Marks)**
- b) Write short notes on strategies that an entrepreneur can adopt to out play her competitors. **(8 Marks)**
- c) Outline measures that the Kenya Kwanza Government can take to motivate entrepreneurial development in Kenya. **(4 Marks)**

QUESTION FOUR (20 MARKS)

- a) Examine the contributions of entrepreneurship to the national government. **(8 Marks)**
- b) Discuss the methods entrepreneurs use in generating business ideas. **(8 Marks)**
- c) Highlight ways in which the society can motivate employees. **(4 Marks)**

QUESTION FIVE (20 MARKS)

- a) Discuss the risk bearing theory of entrepreneurship **(8 Marks)**
- b) Discuss the different forms of business ownership **(8 Marks)**
- c) Relate how political stability can promote entrepreneurial growth **(4 Marks)**