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**KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATIONS, 2023/2024 ACADEMIC YEAR**  
**END OF SEMESTER EXAMINATIONS**  
**FOR THE DEGREE IN BACHELOR OF EDUCATION(ARTS)**  
**KEC 2402-ENTREPRENEURSHIP IN EDUCATION**

Date: 17<sup>th</sup> April 2023  
Time: 2.30pm-4.30pm

**INSTRUCTIONS TO CANDIDATES:**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS.**

**QUESTIONS ONE (30 MARKS)**

**Read the case study below and answer the questions that follow**

Mrs. Mwakazi is the principal of Makongeni Girls High School which has Six streams, with a population of 1500 students and a teacher population of 60. The school is located on 100 acres land. The school development since Mrs. Mwakazi landed in the school for the last three years since 2019, has stagnated although the parents are very active in honouring their obligations of paying school fees. A team of Quality Assurance and Standards Officers carried out an impromptu inspection in the school on the 3<sup>rd</sup> day of Term One in 2022. The findings of the officers were as follows: The last time the school prepared a school development and strategic plan was 2013, which it expired in 2018. About 50 acres of the school land is unutilized and is just bushy. The staff were never involved in decision making with regard to critical school issues. The principal is never concerned about student and teacher motivation, the school performance in national examination has been declining as shown below.

Year	Mean Score	Mean Grade
2019	8.5	B
2020	7.6	B-
2021	6.3	C
2022	5.9	C

At the end of 2021 the principal was advised to put the idle land into use by engaging in farming activities. She initially employed 10 workers and deployed them in the school shamba. However, the output of maize production is as shown in the below.

Number of Workers	Total Product of labour in Terms of Bags of Maize
1	5
2	16
3	36
4	68
5	95
6	114
7	119
8	120
9	117
10	100

- a) Identify the reasons for the declining school performance in national examination during the tenure of Mrs. Mwakazi as the School Principal. (6 marks)
- b) Advise Mrs. Mwakazi the benefits of planning. (6 marks)

- c) Advise Mrs. Mwakazi on the maximum number of workers she should employ and justify (6 marks)
- d) Suggest to the school Principal Mrs. Mwakazi the motivation strategies she should put in place in order to motivate her students and teachers. (6 marks)
- e) Explain Mrs Mwakazi any **six** entrepreneurial ventures to be put in place in the school to improve the school financial status. (6 marks)

**QUESTION TWO (20MARKS)**

- a) Discuss the contribution of entrepreneurship in Kenyan's economic development (8 marks)
- b) Explain the problems usually experienced by one-man-one business form of business organization. (6 marks)
- c) Discuss any **six** ways of promoting entrepreneurship education program in a secondary school of your choice. (6 marks)

**QUESTION THREE(20MARKS)**

- a) Explain the entrepreneurship success factors (6 marks)
- b) The table below shows the quantity demanded and supplied of ream of foolscaps at various prices in Matopeni bookshop in a given week.

Price Per Ream In Sh	Quantity Demanded	Quantity Supplied
100	2000	200
200	1800	400
300	1600	600
400	1400	800
500	1200	1000
600	1000	1200
700	800	1400
800	600	1600
900	400	1800
1000	200	2000

**Required**

From the above table draw a diagram of combined demand and supply curve and show equilibrium Price and Quantity. (8 marks)

- c) Examine the characteristics of business idea (6 marks)

**QUESTION FOUR (20MARKS)**

- a) "Identification of a business opportunity is of critical importance to an entrepreneur"  
Explain the purpose of why an entrepreneur should conduct a feasibility study (7 marks)
- b) Examine the measures used by Kenya government to promote entrepreneurship (7 marks)
- c) Discuss types of education and training programs for entrepreneurs (6 marks)

**QUESTION FIVE (20MARKS)**

- a) Discuss methods an entrepreneur can use to attract and retain customers in his/her business enterprise. (8 marks)
- b) Examine any **four** Non-government organization policies (6 marks)
- c) Explain any **six** ways in which the Government of Kenya uses to create an enabling environment to entrepreneurs in the county. (6 marks)