



UNIVERSITY OF CHOICE

MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY

UNIVERSITY MAIN EXAMINATIONS
2020/2021 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER EXAMINATIONS

FOR THE
DIPLOMA IN BUSINESS MANAGEMENT

COURSE CODE: DBA 109

COURSE TITLE: ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT

DATE: MONDAY, 7TH JUNE 2021 TIME: 9:00 – 11:00AM

INSTRUCTIONS TO CANDIDATES

1. QUESTIONS ONE IS COMPULSORY CHOOSE ANY TWO QUESTIONS
2. DIAGRAMS SHOULD BE CLEARLY ILLUSTRATED.

TIME: 2HOURS

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QUESTION ONE: COMPULSORY

- i. Most small business traders do not see the need of keeping records, briefly discuss the benefits of record keeping in business. (10 marks)
- ii. In deciding the location of business enterprise, what are the MAIN factors one should consider? (10 marks)
- iii. Many small and medium size business dies so earlier in their lifetime, identify and explain the MAIN causes of small business failures in our society. 10 marks

QUESTION TWO

- i. According to scholars in entrepreneurship, there exist traits and characteristics that define successful entrepreneurs. Explain the MAIN traits and characteristics in entrepreneurs. 10 marks
- ii. Creativity is the cornerstone of entrepreneurship. Explain the methods that can be used to enhancing creativity. 10 marks

QUESTION THREE

- i. Whenever one decides to choose a business venture, one is likely going to be confronted by lots of business ideas and options, explain the assessment criteria that can be applied in evaluating viability of a business idea. 10 marks
- ii. Your friends with whom you intend to start a business have reservations as to whether to develop a plan for the business, advise them on the importance of having a well laid out business plan. 10marks

QUESTION FOUR

- i. Entrepreneurs need a plan for their enterprise. Highlight the MAIN components of a business plan that require keen attention. 10 marks
- ii. Explain characteristics of a partnership form of business that give partnership business advantage over sole proprietorship form of business. 10 marks