



(University of Choice)

**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2021/2022 ACADEMIC YEAR**

THIRD YEAR FIRST SEMESTER EXAMINATIONS

**FOR DIPLOMA
IN
ELECTRICAL AND ELECTRONICS ENGINEERING**

COURSE CODE: DEE 085

COURSE TITLE: ENTREPRENEURSHIP

DATE: Wednesday 27th April, 2022 **TIME: 8.00 A.m – 10.00 A.m**

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS.
QUESTION ONE CARRIES 30 MARKS AND ALL OTHERS 20 MARKS EACH.

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 3 Printed Pages. Please Turn Over. 

QUESTION 1 (PART A)

- a) Explain Any five roles of small businesses to the Kenyan economy. (10 mk)
- b) Discuss the four main phases of an entrepreneurial process. (10 mk)
- c) State four main objectives of work study. (4 mk)
- d) Highlight Any six causes of failure in the innovation process. (6 mk)

PART B: ANSWER ANY TWO QUESTIONS

QUESTION 2

- (a) Differentiate between the following:
 - i) Internal and external entrepreneurial motivation (2mk)
 - ii) Personnel management and human resource management (2mk)
 - iii) Innovation and invention (2 mk)
 - iv) Entrepreneurship and Intrapreneurship (2 mk)
 - v) Financial planning and production management (2 mk)
- b) Look around your area and identify the entrepreneurs whose businesses have changed the area. Identify some of the qualities they possess. (10 mk)

QUESTION 3

- (a) You have been approached by upcoming retirees to advise them on how they can get business ideas. Suggest to them the various sources they can consider. (10 mk)
- (b) Can creativity be learnt/ taught or it is an inherent trait? Explain. (2 mk)
- (c) Risk is inevitable and business quagmire. Explain the panacea to an entrepreneur in response to risk.

(8 mk)

QUESTION 4

- (a) Discuss the procedure of starting a business. (15 mk)
- (b) State Any FIVE reasons why it is necessary to prepare a business plan. (5mk)

QUESTION 5

- (a) Explain FIVE major entrepreneurial modes. (5mk)
- (b) State and elucidate THREE approaches used by an entrepreneur in the protection of business ideas and maintaining business secrecy. (3 mk)
- (c) State any FOUR internal entrepreneurial motivation factors. (4 mk)
- (d) Using a flow chart, illustrate the tendering (procurement) procedures. (3 mk)
- (e) Rapid development of Small Enterprises (SMEs) is encouraged by the government through incentives. Identify FIVE such incentives. (5 mk)