



(University of Choice)

MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY (MMUST)

**MAIN CAMPUS
UNIVERSITY EXAMINATIONS**

**2021/2022 ACADEMIC YEAR (REGULAR)
THIRD YEAR SECOND SEMESTER MAIN EXAMS FOR DIPLOMA IN GENERAL
AGRICULTURE**

COURSE CODE: DAG 094

COURSE TITLE: ENTREPRENEURSHIP

DATE: 21ST APRIL, 2022

TIME: 12-2PM

INSTRUCTIONS TO STUDENTS

Answer all questions in section A

Answer any ONE questions in section B

Total marks=70

MMUST observes ZERO tolerance to examination cheating

SECTION A: ANSWER ALL QUESTIONS (50 MARKS)

QUESTION ONE (30 MARKS)

- a) Define the term entrepreneurship (2 marks)
- b) State and explain four ways of identifying business opportunities (8 marks)
- c) Describe what a market is (2 marks)
- d) Explain how markets determine the success of an enterprise (8 marks)
- e) Describe 5 functions of the entrepreneur in society. (10 marks)

QUESTION TWO (20 MARKS)

- a) Elucidate 5 reasons why the government of Kenya is encouraging entrepreneurship in schools
- b) (10 marks)
- c) Outline four advantages of a business plan (4 marks)
- d) Explain 3 gaps that may create a business opportunity in the market (6 marks)

SECTION B: ANSWER ANY ONE QUESTION (20 MARKS)

QUESTION THREE (20 MARKS)

Assuming that you have the required resources (financial), as an entrepreneur identify a business activity you will pursue in your area. Give reasons and process of identifying the activity.

(20 marks)

QUESTION THREE (20 MARKS)

- a) Most small-scale enterprises carry out trading activities at a central location. Outline the measures an entrepreneur would take to gain a competitive edge over her competitors (10 marks)
- b) Explain 5 internal factors that motivate a person to become an entrepreneur 10 marks

QUESTION THREE (20 MARKS)

- a) Discuss the commonalities between creativity, innovation and entrepreneurship (10 marks)
- b) Examine the various sources of innovations (10 marks)