



(University of Choice)

MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY,

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR

FOURTH YEAR SECOND SEMESTER

FOR

BSc. SAM/SAR/SAE

COURSE CODE: AGB 121

COURSE TITLE: PRINCIPLES OF ENTREPRENEURSHIP

DATE: 27/04/2022

TIME: 3-5 PM

INSTRUCTIONS TO CANDIDATES

Answer Question ONE

Answer any other two questions in section B

TIME: 2 HOURS

MMUST observes ZERO tolerance to examination cheating

This paper consists of TWO printed pages. Please Turn Over

SECTION A: ANSWER QUESTION ONE

QUESTION ONE:

- a) Differentiate between an entrepreneur and Intrapreneur by giving a few characteristics of each (2 marks)
- b) State the standard new definition of Entrepreneurship with the four aspects involved (8 marks)
- c) Describe each of 5 advantages of entrepreneurship to;
- An individual (5 marks)
- The nation (5 marks)
- d) Discuss the 10 major factors that favor growth of entrepreneurship in Kenya (10 marks)

SECTION B: ANSWER ANY TWO QUESTIONS

QUESTION TWO:

- a) Discuss what makes an individual to be a successful entrepreneur by highlighting key elements of an entrepreneur (5 marks)
- b) Discuss two major factors that Lure (Push) and compel (Pull) a person to become an entrepreneur (5 marks)
- c) Discuss major steps required to be taken to establish intrapreneurship in an organization (10 marks)

QUESTION THREE

- a) Compare Franchising, Ancillarisation and acquisition as a startup for an entrepreneur as you give four major characteristics of Franchising (5 marks)
- b) Discuss a host of factors that are required to be considered before taking a final decision on factory site location (5 marks)
- c) Discuss the processes involved in product identification exercise as a means of identifying the right product (10 marks)

QUESTION FOUR

- a) Describe the process of scanning the environment to start an entrepreneurial venture in Kenya (10 marks)
- b) By describing a development model for rural entrepreneurship, give profiles of each rural entrepreneur and a social entrepreneur. (10 marks)