



(University of Choice)

**MASINDEMULIROUNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2021/2022 ACADEMIC YEAR
SEMESTER TWO EXAMINATIONS
FOR THE CERTIFICATE**

IN

INFORMATION TECHNOLOGY JAN 2021 INTAKE

COURSE CODE: ITC 019

COURSE TITLE: ENTREPRENEURIAL DECISION MAKING

DATE: 02/08/2022

TIME: 11AM - 1PM

INSTRUCTIONS TO CANDIDATES

Answer **Question ONE (1)** and any other **TWO**

TIME: 1 Hour 30 Minutes

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 2 Printed Pages. Please Turn Over.

ITC 019. ENTREPRENEURSHIP DECISION MAKING

QUESTION ONE

- a. Define the following terms as used in business management
- I. Capital (1 Mark)
 - II. Business location (1 Mark)
 - III. Entrepreneurship (1 Mark)
 - IV. Entrepreneur (1 Mark)
- b) There are several ways for one to become a successful business person. Clearly list and explain three (3) ways one can become an entrepreneur (6 Marks)
- c) Identify and explain four (4) types of entrepreneurs (4 marks)
- d) Identify and describe five (5) sources of finances and capital available for anyone who intends to start and operate a business in Kenya today (10 Marks)

QUESTION TWO

- a) Before starting any business one need to consider several factors. Identify and explain four (4) important factors to consider before locating a business in a given area (8 marks)
- b) Entrepreneurs are known to be risk takers and creative individuals. List and explain any other five (5) characteristics of successful entrepreneurs in today's world (10 marks)

QUESTION THREE

- a) External environment can affect a company's operations. These outside forces like can help the business or present challenges to its current processes. Identify and explain five (4) external environment factors that affect businesses. (8 marks)
- b) Identify and explain the role the government play in supporting businesses today (10 marks)

QUESTION FOUR

Entrepreneurs support economic development of a country by taking risks with hopes of making profit. They play key roles that aid in county's economic growth.

- a) List and explain five (4) important roles Entrepreneurs play in a society today. (8 marks)
- b) Identify and explain the five stages in business life cycle (10 marks)

QUESTION FIVE

- a) Technology applies to almost every part of our day to day lives and our entrepreneurial life is no exception. As a Business Information Technology student, explain five (5) reasons why Businesses today will not ignore Technology in their Businesses (10 marks)
- b) What are some four (4) challenges that businesses encounter in implementing or using Information Communication Technology (ICT) today. (8 marks)