



**MASINDE MULIRO UNIVERSITY OF  
SCIENCE AND TECHNOLOGY**

**(MMUST)**

**MAIN CAMPUS**

**UNIVERSITY EXAMINATIONS**

**2022/2023 ACADEMIC YEAR**

**FIRST YEAR SECOND SEMESTER EXAMINATIONS**

**FOR THE DIPLOMA IN DISASTER MANAGEMENT AND  
HUMANITARIAN ASSISTANCE**

**COURSE CODE:** SEC/CU/DM/BC/04/6

**COURSE TITLE:** ENTREPRENEURIAL SKILLS

**DATE:** 11/4/2023

**TIME:** 2-4 PM

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**INSTRUCTIONS TO CANDIDATES**

- Answer question one (compulsory) and any two others

**TIME:** 2 Hours

1. a) What is entrepreneurial integrity and why is it important to an entrepreneur? (10mks)
- b) Are entrepreneurs born or made, more so what age should they be to get into business discuss (10mks)
- c) State and briefly explain five reasons faced by most successful entrepreneurs to gain competitive advantage in the business jungle (10mks)
2. a) Wanyama a former graduate was asked by his friends to choose between going to university to study law, or venturing into his own business. He chose to start his business. State and explain five reasons that Wanyama considered in making his decision (10mks)
- b) Discuss five ethical issues that will affect Wanyama's business (10mks)
3. Jean and Jill Company wanted to increase the productivity of the company. They were advised to motivate the employees. Discuss ten ways in which the employees can be motivated (20mks)
4. (a). Communication is one of the essential components in entrepreneurship. Discuss five aspects that are important in improving the ability to effectively communicate with customers (10mks)
- (b). What is a business plan and explain the steps of a business plan (10mks)