



**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY**

(MMUST)

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2021/2022 ACADEMIC YEAR
SEMESTER TWO EXAMINATIONS**

FOR THE CERTIFICATE

IN

INFORMATION TECHNOLOGY

COURSE CODE: ITC 019

COURSE TITLE: ENTREPRENEURIAL DECISION MAKING

DATE: 21/04/2022

TIME: 8:00 - 10:00AM

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. Entrepreneurial decision making **(1 Mark)**
 - ii. Business Concept **(1 Mark)**
 - iii. Entrepreneurship **(1 Mark)**
 - iv. Entrepreneur **(1 Mark)**
- B.** List and explain three ways one can become an entrepreneur **(6 Marks)**

C. Coming up with a business idea is the starting point in entrepreneurship. List and explain five (5) sources where one can get the information or idea to trigger their mind into starting a business? **(10 Marks)**

D. List four (4) sources of finances for one who would wish to become an entrepreneur **(4 Marks)**

QUESTION TWO

A. There are several factors to consider that could help one to eliminate the risks that can be faced while carrying out business and help prepare you for success. Explain five (5) such important factors one needs to consider while entering business. **(10 marks)**

B. Identify and explain some four (4) characteristics of successful entrepreneurs **(4 marks)**

C. Identify and explain four (4) types of entrepreneurs **(4 marks)**

QUESTION THREE

A. Entrepreneurs face many challenges in their business life. List and explain 5 such challenges faced by entrepreneurs today hindering them from operating an efficient and successful business. **(10 marks)**

B. How can the challenges identified above be solved or sorted out **(8 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 country's economic growth.

A. List and explain five (5) important roles Entrepreneurs play in a society today. **(10 marks)**

B. How does the government support entrepreneurs in their business ventures **(8 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)**