



(University of Choice)

**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2021/2022 ACADEMIC YEAR**

THIRD YEAR SPECIAL/SUPP EXAMINATIONS

**FOR THE AWARD
OF
DIPLOMA IN ENGINEERING**

COURSE CODE: DEE 085

COURSE TITLE: ENTREPRENEURSHIP

DATE: Friday 7th Oct, 2022 TIME: 11.00a.m – 1.00P.m

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS.
QUESTION ONE CARRIES 30 MARKS AND ALL OTHERS 20 MARKS EACH.

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 3 Printed Pages. Please Turn Over. 

QUESTION 1

- a) State Five major challenges faced by entrepreneurs. (5 mk)
- b) Using a suitable graph, explain the phases of business life cycle. (5 mk)
- c) Explain Any Eight roles of small businesses to the Kenyan economy. (8 mk)
- d) Discuss the four main phases of an entrepreneurial process. (8 mk)
- e) State four main objectives of work study. (4 mk)

QUESTION 2

(a) Differentiate between the following:

- i) Brainstorming and business incubation (2mk)
- ii) Innovation and invention (2mk)
- iii) Bank loan and bank overdraft (2 mk)
- iv) Drone and imitative Entrepreneurs (2 mk)
- v) Acquisition and merger (2 mk)
- b) Look around your area and identify the entrepreneurs whose businesses have changed the area. Identify some of the qualities they possess. (10 mk)

QUESTION 3

- (a) You have been approached by upcoming retirees to advise them on how they can get business ideas. Suggest to them the various sources they can consider. (10 mk)
- (b) Can creativity be learnt/ taught or it is an inherent trait? Explain. (2 mk)

(c) Risk is inevitable and business quagmire. Explain the panacea to an entrepreneur in response to risk. (8 mk)

QUESTION 4

(a) State any Five unethical behaviors that could be practiced by entrepreneurs. (5 mk)

(b) Briefly explain Five characteristics of a good business opportunity. (10 mk)

(c) State Any FIVE reasons why it is necessary to prepare a business plan. (5mk)

QUESTION 5

(a) Explain FIVE major entrepreneurial modes. (5mk)

(b) State and elucidate THREE approaches used by an entrepreneur in the protection of business ideas and maintaining business secrecy. (3 mk)

(c) State any FOUR internal entrepreneurial motivation factors. (4 mk)

(d) Using a flow chart, illustrate the tendering (procurement) procedures. (3 mk)

(e) Rapid development of Small Enterprises (SMEs) is encouraged by the government through incentives. Identify FIVE such incentives. (5 mk)