



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

**UNIVERSITY MAIN EXAMINATIONS
2022/2023 ACADEMIC YEAR**

FORTH YEAR SECOND SEMESTER EXAMINATIONS

**FOR THE DEGREE
OF
BACHELOR OF ENGINEERING**

COURSE CODE: BTB 404

COURSE TITLE: ENTREPRENEURSHIP FOR ENGINEERS

DATE: THURSDAY, 20TH APRIL TIME: 3:00 – 5:00PM

INSTRUCTIONS TO CANDIDATES

1. Answer Question ONE (**compulsory**) and any other TWO questions

TIME: 2 HOURS

MMUST observes ZERO tolerance to examination cheating

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

Charles Best (Yale College '98) and DonorsChoose.org

After an auspicious start, Charles Best (Yale College '98) and DonorsChoose.org set their sights on growing beyond New York City. Supported by a \$14 million grant from Silicon Valley executives in 2005, DonorsChoose.org scaled up its organization and began a step-by-step expansion into various locales. By 2009, the organization had made great strides toward completing its expansion. However, observers wondered whether DonorsChoose.org could reach its goal of providing \$100 million per year in gifts to classrooms and whether it would have an impact on the fundamental inequities within the educational system.

Required:-

- a. Discuss the sources of finance that Charles Best (Yale College '98) and DonorsChoose.org could exploit to ensure their dream of expansion is actualized

(10 marks)

- b. Explain some of the drivers for entrepreneurship as exhibited by Charles Best (Yale College '98) and DonorsChoose.org

(10 marks)

- c. What are the likely benefits that New York City accrues from the existence of Charles Best (Yale College '98) and DonorsChoose.org

(10

marks)

QUESTION TWO

- a. Explain the distinction between an entrepreneur and a manager (10 marks)
- b. Discuss any five features of a successful entrepreneur (10 marks)

QUESTION THREE

- a. As an entrepreneurial expert, you've been invited to Masinde Muliro University to give a presentation on essentials of a good business plan. Discuss the contents of your presentation

(10 marks)

- b. Discuss the social responsibilities that an entrepreneur can have towards its customers
(10 marks)

QUESTION FOUR

- a. As the owner of your business, it will be up to you to inspire your employees to behave ethically. Discuss this statement (10 marks)
- b. Most women entrepreneurs have similar motivational drives as those of their male counterparts. However, they are unable to reach their full potential due to various reasons, Discuss (10 marks)

QUESTION FIVE

- a. The need for rural entrepreneurship for developing industries in the rural areas is inspired with multiplicity of justifications. Discuss (10 marks)
- b. Discuss any five reasons as to why family businesses fail (10 marks)