



(University of Choice)

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

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

MAIN EXAM

2023/2024 ACADEMIC YEAR

SECOND YEAR FIRST SEMESTER EXAMINATION

FOR THE DIPLOMA IN COMMUNITY HEALTH AND DEVELOPMENT

COURSE CODE: CHD217

COURSE TITLE: ENTREPRENEURSHIP

DATE: 14TH /12/ 2023

TIME: 9.00 - 11.00AM


INSTRUCTIONS TO CANDIDATES:

Answer ALL questions in section A and any TWO questions in Section B.

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

Paper Consists of 2 Printed Pages. Please Turn Over



SECTION A (40 Marks)

1. Highlight four advantages of running a sole proprietorship business. (4mks)
2. Outline four roles of an entrepreneur in an enterprise (4mks)
3. Explain four internal sources of funding available to entrepreneurs. (4mks)
4. Describe four business environmental factors affecting entrepreneurship development. (4mks)
5. Mention four elements of a good business plan. (4mks)
6. State four external factors that motivates individuals to ventures into businesses. (4mks)
7. Outline four qualities of a good manager of an enterprise. (4mks)
8. List four types of entrepreneurs. (4mks)
9. State four importance of creativity and innovation when setting up an enterprise. (4mks)
10. Give four advantages of being self employed. (4mks)

SECTION B : ANSWER ANY TWO QUESTION (30 MARKS)

1. Habits may promote or inhibit entrepreneurial activities in Kenya. Discuss (15mks).
2. Describe the competencies necessary for setting up and managing a successful business enterprise (15mks).
3. Majority of businesses in Kenya fail within one year. Give reasons why this is so. (15mks)