



(University of Choice)

MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY

[MMUST]

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

MAIN EXAM

2023/2024 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER EXAMINATION

FOR THE DEGREE OF BACHELOR OF SCIENCE IN EPIDEMIOLOGY AND
BIOSTATISTICS

COURSE CODE: IRD 305

COURSE TITLE: ENTREPRENEURSHIP

DATE: 5th December 2023

TIME: 2.00-4.00 pm

INSTRUCTIONS TO CANDIDATES:

Answer ALL questions in section A and any TWO questions from section B

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

Paper Consists of 2 Printed Pages. Please Turn Over



SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION (40 Marks)

1. Highlight four benefits of entrepreneurship to economic development. (4mks)
2. Outline four Characteristics of a good entrepreneur. (4mks)
3. Explain four sources of funding available to an entrepreneur when starting a new business venture. (4mks)
4. List four myths associated with entrepreneurship. (4mks)
5. Mention four situations that can make an entrepreneur can revise business plan. (4mks)
6. State four steps followed in decision making process. (4mks)
7. Briefly enumerate four characteristics of a good business idea. (4mks)
8. Briefly examine four types of risks encountered by an entrepreneur. (4mks)
9. Identify four benefits of advertising on website. (4mks)
10. Why do entrepreneurs analyze competitors? (4mks)

SECTION B: ANSWER ANY TWO QUESTIONS IN THIS SECTION

1. Discuss Abraham Maslows Hierarchy of needs theory and it's relevance in entrepreneurial activities. (15mks).
2. Describe the competencies necessary for setting up and managing a successful business enterprise. (15mks).
3. Explain various factors to be considered when starting a small enterprise.(15mks)

END