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(*University of Choice*)

MASINDE MULIRO UNIVERSITY OF

SCIENCE AND TECHNOLOGY

(MMUST)

MAIN, BUNGOMA, WEBUYE CAMPUS

UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

FIRST YEAR SEMESTER TWO EXAMINATION

FOR CERTIFICATE

IN

BUSINESS MANAGEMENT

COURSE CODE: CBB 108

COURSE TITLE: INTRODUCTION TO ENTREPRENEURSHIP

DATE: FRIDAY 19TH APRIL 2024 TIME: 2.00- 4.00PM

INSTRUCTIONS TO CANDIDATES

Answer QUESTION ONE and any OTHER TWO questions

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

QUESTION ONE

a) Using relevant examples, distinguish between the entrepreneurship concepts below:

i. Entrepreneurship and Intrapreneurship

ii. Business idea and Business opportunity

iii. Creativity and innovation (6 marks)

b) Discuss five merits and five demerits of operating a sole proprietorship form of business ownership (10 marks)

c) Explain four primary characteristics of a successful entrepreneur. (4 marks)

d) The business club in your institution wishes to start an events management business. Explain to them five reasons why they need to write a business plan as a starting point for entrepreneurial journey. (10 marks)

QUESTION TWO

a) Analyze five obstacles that could inhibit growth of entrepreneurship in a nation. (10 marks)

b) Explain three ways of obtaining information about business competitors (6 marks)

c) 'Entrepreneurs are opting to conduct businesses from their homes.' Suggest four factors that could have contributed to this trend.
(4 marks)

QUESTION THREE

a) Suggest four techniques an entrepreneur could use to generate business ideas (8 marks)

b) Discuss six ways in which entrepreneurship could benefit the economy of a country. (12 marks)

QUESTION FOUR

a) In context of Covid-19 pandemic, explain six entrepreneurial opportunities that have been created. (12 marks)

b) Discuss three social factors that could influence an individual to become an entrepreneur (6 marks

c) Discuss four ethical practices business practices entrepreneurs should practice (4 marks)