



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATION

2022/2023 ACADEMIC YEAR

SECOND YEAR SECOND SEMESTER

**SCHOOL OF ARTS, HUMANITIES, SOCIAL
SCIENCES AND CREATIVE INDUSTRIES
DIPLOMA IN SOCIAL WORK & COMMUNITY
DEVELOPMENT**

COURSE CODE: DSW 2224

**COURSE TITLE: ENTREPRENEURSHIP
DEVELOPMENT**

DATE: 19/4/2023

TIME: 1430-1630 HRS

INSTRUCTIONS TO CANDIDATES

- Answer Question ONE (Compulsory) and any other TWO Questions.
- Question one carries 30 marks
- All other questions carry 20 marks each

QUESTION ONE

- a) “A business plan is a blueprint that guides you through each stage of starting and managing your business” Discuss (18 Marks)
- b) Examine the major setbacks to entrepreneurial development in Kenya (10 Marks)

QUESTION TWO

“Identifying and assessing business opportunities involve determining business risks and returns reflecting on a number of factors.” Discuss this statement (20 Marks)

QUESTION THREE

- a) Define the term ‘marketing’ (2 Marks)
- b) Assess the main elements of marketing (8 Marks)
- c) Examine any five marketing strategies (10 Marks)

QUESTION FOUR

- a) What is entrepreneurship? (2 Marks)
- b) Highlight the key qualities of a successful entrepreneur (6 Marks)
- c) Discuss the role of entrepreneurship in the modern society (12 Marks)

QUESTION FIVE

- c) State and discuss the key features of any four types of companies (20 Marks)

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