



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
FOURTH YEAR SECOND SEMESTER**

**SCHOOL OF EDUCATION
BACHELOR IN EDUCATION
(MAIN CAMPUS)**

COURSE CODE: ECDE 426

COURSE TITLE: ENTREPRENEURSHIP

DATE: 25/4/2019

TIME: 11:00 – 13:00 PM

INSTRUCTIONS TO CANDIDATE

Answer question 1 (ONE) and any other 2 (TWO) Questions

SECTION A

- 1a) Define the following terms **(6 mks)**
- i) Motivation
 - ii) Innovation
 - iii) small business
- b). Differentiate between entrepreneur and entrepreneurship **(4 mks)**
- c). Briefly explain the importance of a small business **(5 mks)**
- d). Outline the characteristics of an entrepreneur **(5 mks)**
- e) Outline the behaviour of the entrepreneurs with reference to the following characteristics **(10 mks)**
- i) Personal vividness
 - ii) Orientation towards customers
 - iii) Handling diversity

SECTION B: ANSWER ANY TWO QUESTIONS

- 2.a) Using valid examples, explain the two major roles of small businesses **(8 mks)**
- b) Describe the importance of entrepreneurship using a diagram **(8 mks)**
- c) What are some of the challenges faced by small businesses? **(4mks)**
- 3.a) Outline the characteristics of an entrepreneurship. **(6 mks)**
- b) Briefly describe the skills of an entrepreneur. **(6mks)**
- c) List some of the sources of business ideas. **(8 mks)**
4. Schools are like any other business. Discuss this statement. **(20 mks)**

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