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MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2020/2021 ACADEMIC YEAR
SECOND YEAR FIRST SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS
DIPLOMA IN BUSINESS MANAGEMENT**

COURSE CODE: DBM 015

COURSE TITLE: ENTREPRENEURSHIP

DATE: 27TH MAY, 2021

TIME: 1430 - 1630 HRS

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **THREE** questions

QUESTION ONE

- a) Identify and explain FIVE sources of funding for a business venture (10 marks)
- b) Highlight THREE benefits which could accrue to an entrepreneur from starting a company over any other form of business (6 marks)
- c) Explain FOUR contributions of entrepreneurship to national development (5 marks)
- d) Explain FOUR sources of business ideas (6 marks)
- e) Highlight THREE reasons why you may prefer self-employment over salaried employment (3marks)

QUESTION TWO

- a) Briefly discuss FOUR types of risks which an entrepreneur is likely to be exposed to when starting a business (5 marks)
- b) Highlight FOUR advantages which might accrue to an entrepreneur from advertising through social media (5 marks)

QUESTION THREE

- a) In the context of creativity and innovation, describe the stages of a new product development (5 marks)
- b) In regard to entrepreneurship explain the term “entrepreneurial culture” (5 marks)

QUESTION FOUR

- a) Discuss any FIVE reasons for the high rate of business failure in Kenya (5 marks)
- b) Suggest FIVE reasons why entrepreneurs must analyze their competitors (5 marks)

QUESTION FIVE

- a) Analyze the contents of a business plan of a good business plan (7 marks)
- b) Highlight THREE circumstances that might compelled you to revise your business plan (3 marks)

Question six

Discuss the effect of the Macro environment elements on the growth of business in Kenya (10 marks)

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