



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR
SECOND YEAR SECOND SEMESTER**

**SCHOOL OF BUSINESS & ECONOMICS
MASTER OF BUSINESS MANAGEMENT**

**COURSE CODE: MBA 8212
COURSE TITLE: ENTREPRENEURSHIP
THEORY &
DEVELOPMENT**

DATE:, December 2023

TIME:

INSTRUCTIONS TO CANDIDATES

1. Answer **Question One** and **any other two**.
2. **DO NOT WRITE ANYTHING ON THE QUESTION PAPER.**

This paper consists of 2 printed pages. Please turn over.

Question One (Compulsory)

- (a) Using relevant examples, discuss how the characteristics of the small enterprise sector in Kenya pose challenges to the development of interventions for development of the sector. (15 marks)
- (b) Using relevant examples, explain what someone designing a Markets and Marketing Project to support MSMEs in a County in Kenya should consider so as to increase its chances of success. (15 marks)

Question 2

You have been contracted as a Trainer in a 5-day National Entrepreneurship Development Workshop. One of the sessions that you are to facilitate is "*Theories of Entrepreneurship*". Discuss the content that you will cover in your presentation on Resource Based Theory of entrepreneurship. (15 marks)

Question 3

You have been appointed as one of the Technical Advisors to a Ministerial Task Force which is charged with reviewing the policy on development of entrepreneurship and MSME sector in Kenya. Using relevant examples, expound on the content that you would recommend for inclusion in the revised policy. (15 marks)

Question 4

Over the years, MSMEs in Kenya have faced difficulties accessing financial services. This has persisted to date despite various efforts by government agencies, non-governmental organizations and other stakeholders aimed at improving the situation. Using relevant examples, discuss why this is so. (15 marks)

Question 5

According to the 2016 Micro, Small and Medium Establishments survey report, the majority of MSME owners in Kenya are educated up to the end of primary school level. To what extent would you consider education and training programmes relevant for the sector? (15 marks)

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