



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR
SECOND YEAR FIRST TRIMESTER**

**SCHOOL OF PURE, APPLIED AND HEALTH
SCIENCES
DIPLOMA IN FOODS, NUTRITION AND DIETETICS**

**COURSE CODE: DBM 15
COURSE TITLE: ENTREPRENEURSHIP**

DATE: 4TH DECEMBER, 2023

TIME: 0830-1130

INSTRUCTION TO CANDIDATES

Section A: Multiple Choice Questions. Answer ALL Questions

Section B: Short Answer Questions. Answer ALL Questions

Section C: Long Answer Questions. Answer Question ONE and any other ONE question.

This paper consists of 6 printed pages. Please turn over.

SECTION A: MULTIPLE CHOICE QUESTIONS (20 MARKS). SELECT THE CORRECT ANSWER.

1. A business plan has two essential functions: it helps the entrepreneur determine if the business will succeed, and it helps recruit management talent to run the new business .

- a. True
- b. False

2. Which of the following is not a function of the marketing mix .

- a. People
- b. Profit
- c. Place
- d. Product

3. Which of the following is an objective of evaluating business idea.

- a. Ensure it is well known by the customers
- b. Ensure it is tested by the customers
- c. Ensure it is not against competitors wish
- d. Ensure it does not contravene society's expectations

4. An entrepreneur is one who creates a new business in the face of risk and uncertainty, for the purpose of achieving profit and growth by identifying opportunities, and assembles the necessary resources to capitalize on those opportunities.

- a. True
- b. False

5. Which of the following is not a characteristic of the typical entrepreneur?

- a. confidence, in their ability to succeed
- b. value of money over achievement
- c. desire for immediate feedback
- d. a future orientation

6. Which sector dominates the Kenyan economy today?

- a. retail
- b. services
- c. manufacturing

- d. wholesale
- e. real estate and financial

7. The primary cause of small business failures in Kenya is,

- a. lack of capital
- b. management incompetence
- c. poor location
- d. improper inventory control

8. The business plan has two essential functions: it helps the entrepreneur determine if the business will succeed, and it helps recruit management talent to run the new company.

- a. True
- b. False

9. The wise entrepreneur will hire a professional to prepare his business plan for him.

- a. True
- b. False

10. An entrepreneur's best insurance against launching a business destined to fail or mismanaging a potentially successful business.

- a. Bankrolling the business with plenty of startup capital
- b. Creating a solid business plan
- c. Spending lots of money on marketing and advertising
- d. Hiring a team of accountants and attorneys as advisors

11. What important factors should a small-business owner consider when deciding if s/he should hire an additional employee?

- A. Necessary skills and affordability
- B. Property taxes and benefits
- C. Screening process and skill set
- D. Training needs and attitude

12. What is initiative?

- A. The drive to solve many problems in a timely manner
 - B. The drive to delegate as many responsibilities as necessary and possible
 - C. The drive to oversee a variety of business-related details
 - D. The drive to do whatever is necessary to make a business successful
13.define a company's overall direction and answer the fundamental question, "Why am I in business"?
- a. Goals
 - b. Strategies
 - c. Objectives
 - d. Key performance factors
14. are short term, specific targets which are attainable, measurable, and controllable.
- a. Objectives
 - b. Policies
 - c. Goals
 - d. Standard operating procedures
15. The business strategy section of the business plan,
- a. should be built around a "me too" strategy, one that imitates the products, sources, and images of already successful businesses.
 - b. should describe how the entrepreneur plans to satisfy the key success factors he has identified in the business.
 - c. should describe how the entrepreneur plans to achieve the mission, goals, and objectives he or she has established for their business venture
 - d. two of the above
 - e. all of the above
16. Which of the following is not part of the price involved with making a vision into a reality:
- A. Time
 - B. Money
 - C. Aspirations
 - D. Effort
17. Adaptable people commit to their goals and never give up because they have

- A. positivity.
- B. attentiveness.
- C. persistence.
- D. a sense of humor.

18. Mike is thinking about expanding his manufacturing business internationally. Which of the following is a risk he might encounter:

- A. Encountering new markets
- B. Dealing with cultural and language barriers
- C. Dealing with fewer government regulations
- D. Saving money on taxes

19. Claire needs to determine the feasibility of a new venture idea. What are three factors that Claire should consider when conducting her feasibility study?

- A. The venture's staffing needs, raw material needs, and estimated return on investment
- B. The venture's staffing needs, raw material needs, and past sales
- C. The venture's staffing needs, estimated return on investment, and past sales
- D. The venture's raw material needs, estimated return on investment, and past sales

20. When developing a business plan for a new venture, an entrepreneur should include a comprehensive description of the customers the new business wants to attract in the

- A. market-segment analysis.
- B. SWOT analysis.
- C. promotional plan.
- D. corporate philosophy summary.

SECTION B: SHORT ANSWER QUESTIONS (40 MARKS). ANSWER ALL QUESTIONS.

Highlight the elements of a business plan (10 marks)

1. Explain any 4 features that distinguish between self employment and salaried employment . (10 marks)
2. Explain any five characteristics of an entrepreneur (10 marks)
3. Explain any five benefits for developing good business relationship with customers. (10 marks)

SECTION C: LONG ANSWER QUESTIONS (40 MARKS).QUESTION ONE IS COMPULSORY, THEN CHOOSE EITHER QUESTION 2 OR 3.

1 a. Explain the five Entrepreneur"s Management Functions (10 marks)

1. b. Explain recommendations that you would advance for enhancing women entrepreneurship in Kenya. (10 marks)

2.a . Explain any four reasons why employees commit unethical business malpractice (10 marks)

2.b. Explain any five reasons that will drive you to starting own enterprise (10 marks)

3.a Explain any five sources of a business idea (10 marks)

3.b. Explain any five factors to consider when selecting appropriate form of ownership structure (10 marks)

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