



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATION**

**2021/2022 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: 1<sup>ST</sup> APRIL, 2022**

**TIME: 1430-1630**

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## **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) "Identifying and assessing business opportunities involve determining business risks and returns reflecting on a number of factors." Discuss  
(15 Marks)
- b) Write short notes on the following terms
- i. Entrepreneurship (5 Marks)
  - ii. Enterprise (5 Marks)
  - iii. Entrepreneur (5Marks)

## **QUESTION TWO**

- a) Define entrepreneurship (2 Marks)
- b) Discuss the vital role of entrepreneurship in society (18 Marks)

## **QUESTION THREE**

- a) What is marketing? (2 Marks)
- b) Assess the main components of marketing (8 Marks)
- c) Examine any five marketing strategies (10 Marks)

## **QUESTION FOUR**

- a) Discuss the key aspects of Human Resource Management (10 Marks)
- b) Highlight five sources of funding for a start-up business venture  
(10 Marks)

## **QUESTION FIVE**

- a) Examine the major challenges affecting entrepreneurial development in Kenya (10 Marks)
- b) Define an enterprise and discuss the main types of companies  
(10 Marks)

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