



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATION**

**2023/2024 ACADEMIC YEAR**

**FIRST YEAR FIRST SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS**

**BACHELOR OF SCIENCE IN  
ENTREPRENEURSHIP AND SMALL  
ENTERPRISE MANAGEMENT**

**COURSE CODE: BSE 1105-1**

**COURSE TITLE: FUNDAMENTALS OF  
ENTREPRENEURSHIP**

**DATE:5/2/2024**

**TIME:1430-1630 HRS**

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**INSTRUCTIONS TO CANDIDATES**

- 1. ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS**
- 2. THIS PAPER CONSISTS OF TWO PRINTED PAGES, PLEASE TURN OVER**

## **QUESTION ONE**

Entrepreneurship is described as dynamic and innovative.

- a) Distinguish between creativity and innovation. (6mks)
- b) Differentiate between an entrepreneur and an intrapreneur.(6mks)
- c) Discuss common characteristics shared by successful entrepreneurs. (8mks)

## **QUESTION TWO**

Fidel and Mwau are graduates with bachelor's degrees in arts. Their efforts to secure formal employments have become fruitless. They have come up with the idea of starting a business.

Advise Fidel and Mwau on the process of starting their new venture.(15mks)

## **QUESTION THREE**

- a) Small business owners consider themselves as entrepreneurs. However, not all small businesses are truly entrepreneurial. Discuss.(8mks)
- b) Explain major challenges/concerns faced by small enterprises in Kenya today.(7mks)

## **QUESTION FOUR**

- a) Identify and explain the psychological nature of entrepreneurs according to the psychological theory of entrepreneurship.(8mks)
- b) Using relevant examples, explain the factors/forces in the economic environment that affect small enterprises in Kenya.(7mks)

## **QUESTION FIVE**

The government of Kenya has recognized the significance of entrepreneurship in economic development and poverty alleviation in the society.

- a) Give examples of government initiated support programmes for small and micro enterprises. (6mks)
- b) Explain the role of small enterprises in economic development. (9mks)

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