



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER**

**SCHOOL OF BUSINESS & ECONOMICS
BACHELOR IN ENTREPRENEURSHIP**

**COURSE CODE: BSE 4108-1
COURSE TITLE: LIFE SKILLS FOR
ENTREPRENEURS**

DATE: 7/12/2023

TIME: 1430-1630 HRS

INSTRUCTIONS TO CANDIDATES

Answer question **ONE** and any other **TWO** questions.

1. (a) Using relevant examples, discuss three factors that contribute to an entrepreneur having a low self esteem.(6mks).
(b) Using relevant examples, discuss five factors that contribute to time wastage in a business. (5mks).
(c) Discuss the marketing strategies you would suggest to a new entrepreneur facing the challenge of mass production and distribution in the market. (9mks)

2. (a) Under what circumstances would an entrepreneur prefer oral to written communication in his/her enterprise. (10 mks)
(b) Analyse any five roles of creativity in a business. (5 mks)

- 3 (a) The success of an entrepreneur depends on the network he establishes. Discuss. (10mks)
(b) Differentiate between a leader and a manager. (5mks)

4. (a) Discribe five effects of stress to an individual and to an organization. (10mks).
(b) Examine the strategies that entrepreneurs use to cope with competition. (5mks)

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