



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATION  
2023/2024 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: 24/4/2024**

**TIME: 1430-1630 HRS**

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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) Define the following terminologies
  - i. Entrepreneurship (2 Marks)
  - ii. Entrepreneur (2 Marks)
  - iii. Enterprise (2 Marks)
- b) Discuss the role of entrepreneurship in Kenya (14 Marks)
- c) Assess the characteristics of a successful entrepreneur (10 Marks)

## **QUESTION TWO**

- a) Discuss the main components of a self-selling business plan (12 Marks)
- b) State and explain four components of marketing (8 Marks)

## **QUESTION THREE**

- a) Briefly discuss five marketing strategies (10 Marks)
- b) Assess the main factors an entrepreneur considers while identifying a business opportunity (10 Marks)

## **QUESTION FOUR**

- a) Explore the main challenges facing entrepreneurial development in Kenya (10 Marks)
- b) Highlight five main functions of Human Resource Management (10 Marks)

## **QUESTION FIVE**

- a) Highlight three methods for project appraisal (6 Marks)
- b) State four types of companies and highlight the key characteristics for each type of company (12 Marks)

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