



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY  
EXAMINATIONS 2018/2019 ACADEMIC  
YEAR**

**FOURTH YEAR SECOND SEMESTER**

**SCHOOL OF EDUCATION  
BACHELOR IN EDUCATION  
(MAIN CAMPUS)**

**COURSE CODE: ECDE 426**

**COURSE TITLE: ENTREPRENEURSHIP**

**DATE: 25/4/2019**

**TIME: 11:00 - 13:00 PM**

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## **INSTRUCTIONS TO CANDIDATE**

Answer question 1 (ONE) and any other 2 (TWO) Questions

### **SECTION A**

1a) Define the following terms

**(6 mks)**

i) Motivation

ii) Innovation

iii) small business

b). Differentiate between entrepreneur and entrepreneurship

**(4 mks)**

c). Briefly explain the importance of a small business

**(5 mks)**

d). Outline the characteristics of an entrepreneur

**(5 mks)**

e) Outline the behaviour of the entrepreneurs with reference to the following characteristics

**(10 mks)**

i) Personal vividness

ii) Orientation towards customers

iii) Handling diversity

### **SECTION B: ANSWER ANY TWO QUESTIONS**

2.a) Using valid examples, explain the two major roles of small businesses

**(8 mks)**

b) Describe the importance of entrepreneurship using a diagram

**(8 mks)**

c) What are some of the challenges faced by small businesses?

**(4mks)**

3.a) Outline the characteristics of an entrepreneurship.

**(6 mks)**

b) Briefly describe the skills of an entrepreneur.

**(6mks)**

c)List some of the sources of business ideas.

**(8 mks)**

4. Schools are like any other business. Discuss this statement.

**(20 mks)**

**//END**