



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS 2021/2022 ACADEMIC YEAR SECOND YEAR FIRST SEMESTER

SCHOOL OF BUSINESS AND ECONOMICS DIPLOMA IN BUSINESS MANAGEMENT

COURSE CODE: DBM 15

COURSE TITLE: ENTREPRENEURSHIP

DATE:

TIME:

INSTRUCTIONS TO CANDIDATES

- i. This paper consists of two sections*
- ii. Answer **ALL** Question in Section **One***
- iii. Answer **three** questions in section **Two***

*This paper consists of **XXXXXXXXXX** printed pages. Please turn over.*

SECTION ONE : Answer All Questions

- a) Explain FIVE sources of financing a business venture. **(5 marks)**
- b) Highlight FOUR benefits to entrepreneur from starting a company over any other form of business **(5marks)**
- c) Explain FIVE contributions of entrepreneurship to national development **(5 marks)**
- d) i) List FIVE reasons why you may prefer self-employment over salaried employment **(5 marks)**
ii) Highlight FOUR advantages which might accrue to an entrepreneur from advertising through social media**(5 marks)**

SECTION Two: Answer Any Two Questions

- 2. Discuss FOUR types of risks which an entrepreneur is likely to be exposed to when starting a business. **(15 marks)**
- 3. In the context of creativity and innovation, Explain using a diagram the stages of a new product development. **(15 marks)**
- 4. Explain Five advantages of small and micro enterprises in the economy **(15marks)**
- 5. Discuss the effect of the Macro environment elements on the growth and sustainability of business in Kenya. **(15marks)**

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