



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATION
2022/2023 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: 7TH DECEMBER, 2022

TIME: 0830-1030

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) Examine the major setbacks to entrepreneurial growth in Kenya
(10 Marks)
- b) "A good business plan is a blueprint that guides you through each stage of starting and managing your business" Discuss
(20 Marks)

QUESTION TWO

"Identifying and assessing business opportunities involve determining business risks and returns reflecting on a number of factors." Discuss this statement
(20 Marks)

QUESTION THREE

- a) Define the term 'marketing' (2 Marks)
- b) Assess the main elements of marketing (8 Marks)
- c) Examine any five marketing strategies (10 Marks)

QUESTION FOUR

- a) What is entrepreneurship? (2 Marks)
- b) Highlight the key qualities of a successful entrepreneur (6 Marks)
- c) Discuss the role of entrepreneurship in the modern society (12 Marks)

QUESTION FIVE

- c) State and discuss the key features of any four types of companies
(20 Marks)

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