



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS**

**2023/2024 ACADEMIC YEAR**

**THIRD YEAR FIRST SEMESTER**

**SCHOOL OF NURSING**

**COURSE CODE: BBM 3200**

**COURSE TITLE: ENTREPRENEURSHIP AND  
WORK SKILLS**

**DATE: 7/12/2023**

**TIME: 1430-1630 HRS**

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## **INSTRUCTIONS TO CANDIDATES**

1. Answer Question **ONE** and any other **THREE** questions
2. All Examination Rules Apply

### **Question one**

- a) Differentiate entrepreneurship from intrapreneurship, giving relevant examples where possible. **( 5mks)**
- b) Explain five ways in which the Kenya government promotes entrepreneurship. **( 5mks)**
- c) Describe five qualities of an entrepreneur **( 5mks)**
- d) Highlight five disadvantages of buying an existing business. **( 5mks)**
- e) State any five key emerging trends in business today. **( 5mks)**

### **Question two**

- a) Jane resigned from the government paid salary where she earned fifty thousand Kenya shillings per month and started her own business. Discuss some factors that she considered in becoming self-employed versus paid employment. **(10mks)**
- b) Explain the benefits of self – employment. **( 5mks)**

### **Question three**

- a) Various methods can be used to generate business ideas. Using relevant examples, explain those methods. **(10mks)**
- b) Explain five micro environmental factors that affect business. **(5mks)**

### **Question four**

- a) Critically analyze Joseph Schumpeter's statement that 'innovation and creativity are at the Centre of entrepreneurship. **(7mks)**
- b) Entrepreneurs are born. Discuss. **( 8mks)**

### **Question five**

One of the challenges facing small enterprises in Kenya is access to financial services. Using relevant examples, discuss the typical sources of finance for small enterprises in Kenya. **(15mks)**

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