



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY
EXAMINATIONS
2018/2019 ACADEMIC YEAR
THIRD YEAR SECOND SEMESTER**

**SCHOOL OF BUSINESS & ECONOMICS
COMMON COURSE**

**COURSE CODE: BBM 3200
COURSE TITLE: ENTREPRENEURSHIP
AND**

WORK SKILLS

DATE: 16TH APRIL 2019

TIME: 2.30 - 4.30 PM

INSTRUCTIONS TO CANDIDATES

Answer question **ONE** and any other **THREE** questions

This paper consists of two printed pages. Please turn over.

QUESTION ONE

a) Explain major challenges faced by small enterprises in Kenya

(10mks)

b) What initiative has the government of Kenya taken to address the above challenges?

(15 mks)

QUESTION TWO

a) Highlight the features of the psychological theory of Entrepreneurship

(5mks)

b) Entrepreneurs are made not born. Discuss.

(10mks)

QUESTION THREE

a) Explain the importance of a business plan

(5mks)

b) The government of Kenya has recognized the significance of entrepreneurship in economic development. Explain the role of SMEs in the development of the Kenyan economy.

(10mks)

QUESTION FOUR

Derrick and Mwau are graduates with a bachelor of degree whose efforts in securing jobs have been fruitless. They have come up with an idea of starting a business. Advise them on how they will go about starting their venture.

(15mks)

QUESTION FIVE

(a) Distinguish between the concepts of creativity and innovation.

(6mks)

(b) Using relevant examples, explain the factors in the economic environment that affect small enterprises in Kenya.

(9mks)

//END