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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2017/2018 ACADEMIC YEAR
DIPLOMA IN BUSINESS AND INFORMATION TECHNOLOGY
DBT 1100 - ENTREPRENEURSHIP

Date: 3rd August, 2017
Time: 9:00am-11:00am

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Using examples discuss five risks associated with a career in entrepreneurship. (10 marks)
- b) Distinguish between the terms:
- Creativity, innovation and entrepreneurship (6 marks)
 - Entrepreneurship and Intrapreneurship (4 Marks)
- c) Contribution of entrepreneurship to the Kenyan economy (10 Marks)

QUESTION TWO (20 MARKS)

- a) Differentiate between an entrepreneur and small business person (10 Marks)
- b) Importance of time management to an entrepreneur (10 Marks)

QUESTION THREE (20 MARKS)

Financial institutions offer bank loans to small scale enterprises but upon evaluation of a business plan. In regards to this statement:

- Identify at least FIVE importance of a business plan (10 Marks)
- Identify factors an entrepreneur should consider in selecting the right sources of financing (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Identify at least FIVE entrepreneurial managerial roles and their importance during business development. (10 Marks)
- b) Small businesses face various challenges /problem. Discuss FIVE such challenges and how they could be addressed. (10 Marks)

QUESTION FIVE (20 MARKS)

Mwangi, who is a civil servant has just been retrenched. He is considering going into self-employment. Advise Mwangi to atleast FIVE sources of business finance available to him to start a medium sized enterprise citing the advantages and disadvantages of each.