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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2018/2019 ACADEMIC YEAR**  
**DIPLOMA INFORMATION COMMUNICATION TECHNOLOGY**  
**DCU 1003 – ENTREPRENEURSHIP DEVELOPMENT**

Date: 16<sup>th</sup> April, 2018

Time: 11.00am –1.00pm

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

- a) Describe how Entrepreneurship is viewed (3Mark)
- b) Entrepreneurship is defined in three ways as; (3 Marks)
- c) Identify and explain any five characteristics of small business enterprises (8Marks)
- d) Write short notes on the sole proprietorship with its advantages and disadvantages (8 Marks)
- e) Describe two causes of organizational conflict (8 Marks)

**QUESTION TWO (20 MARKS)**

- a) Explain five reasons why small businesses survive regardless of the challenges they face with examples, (10 Marks)
- b) Differentiate between formal and informal enterprises (10 Marks)

**QUESTION THREE (20 MARKS)**

- a) Give a definition of partnership? (2 Marks)
- b) Elaborate the advantages and disadvantages of a partnership business (8 Marks)
- c) Use five examples to explain approaches used by an entrepreneur to enter and penetrate the market (10 Marks)

**QUESTION FOUR (20 MARKS)**

- a) In running a business, a business plan is essential, you're required to identify and describe the main elements in the business plan format (10Marks)
- b) Explain how the following pricing strategies mean in entrepreneurship
  - i) Penetrating pricing (2 Marks)
  - ii) Economy pricing (2 Marks)
  - iii) Price skimming (2 Marks)
  - iv) Premium pricing (2 Marks)
  - v) Value pricing (2 Marks)

**QUESTION FIVE (20 MARKS)**

- a) By use of examples describe how the E-commerce assist business to be managed effectively (10Marks)
- b) Business activities are vulnerable to change, suggest ways in which it can be managed (10Marks)