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KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR
FIRST YEAR, FIRST SEMESTER EXAMINATION
FOR THE DIPLOMA IN HUMAN RESOURCE MANAGEMENT
DCU 1003: ENTREPRENEURSHIP DEVELOPMENT

Date: 9TH APRIL 2024
Time: 8:30AM-10:30AM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a. Outline the effects of the recent Government's VISA free entry policy to Kenya on entrepreneurship. **(6 Marks)**
- b. Explain the X-Efficiency Theory of Entrepreneurship. **(6 Marks)**
- c. Examine the economic factors that promote entrepreneurship development. **(6 Marks)**
- d. Justify the significance of entrepreneurial mentorship. **(6 Marks)**
- e. Explain specific entrepreneurial qualities that are vital in crisis situation. **(6 Marks)**

QUESTION TWO (20 MARKS)

- a) Explain the different market penetration strategies for a business start-up. **(8 Marks)**
- b) Describe the characteristics of entrepreneurial opportunities. **(6 Marks)**
- c) Discuss the essential aspects of entrepreneurship. **(6 Marks)**

QUESTION THREE (20 MARKS)

- a. As a marketing advisor, explain the marketing process to her Stephanie, a newly employed marketer at St.KEMBID Strategic. **(8 Marks)**
- b. Explain the procedure for starting a new business venture. **(8 Marks)**
- c. Outline the myths about entrepreneurs in Kenya. **(4 Marks)**

QUESTION FOUR (20 MARKS)

- a. Explain the contributions of entrepreneurship to the national government. **(6 Marks)**
- b. Discuss the methods entrepreneurs use in generating business ideas. **(8 Marks)**
- c. Explain the Creative Problem Solving (CPS) process. **(6 Marks)**

QUESTION FIVE (20 MARKS)

- a. Illustrate measures that the East African Community has taken to motivate entrepreneurial development. **(8 Marks)**
- b. Explain how political instability can affect entrepreneurship development. **(6 Marks)**
- c. Explain the factors to be considered before choosing a type of entrepreneurial financing for a start-up. **(6 Marks)**