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

DBA 1104 - 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) Discuss FIVE sources of new ideas for entrepreneurs (10 Marks).
- b) Explain EIGHT characteristics of an entrepreneurial environment (8 Marks).
- c) Discuss THREE types of innovation in entrepreneurship (6 Marks).
- d) Briefly explain the outline of a good marketing plan (6 Marks).

QUESTION TWO (20 MARKS)

- a) Discuss the importance of a business plan to an entrepreneur, potential investors and personnel. (6 Marks).
- b) Discuss the entrepreneurial process in business. (8 Marks)
- c) Discuss the THREE types of startups in entrepreneurship (6 Marks).

QUESTION THREE (20 MARKS)

- a) Briefly explain FIVE characteristics of entrepreneurial leaders (5 marks).
- b) Discuss the FIVE major steps in product planning and development process (10 marks).
- c) Briefly explain FIVE sources of capital in any business venture (5 marks)

QUESTION FOUR (20 MARKS)

- a) Discuss roles of entrepreneurship in economic development in Kenya (6 Marks).
- b) Briefly explain the SEVEN leadership characteristics of a corporate entrepreneur. (7 Marks).
- c) Briefly explain SEVEN characteristics of a marketing plan (7 Marks).

QUESTION FIVE (20 MARKS)

- a) Discuss the outline of a good business plan (15 Marks).
- b) Briefly explain FIVE creative problem solving techniques in a business (5 Marks).