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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
FOR THE DIPLOMA IN BUSINESS ADMINISTRATION
DCU 1003- ENTREPRENEURSHIP DEVELOPMENT

Date:

Time:

INSTRUCTIONS TO CANDIDATES
ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS
QUESTION ONE (30 MARKS)

a)   Robert K. Lamb (1952) recognizes entrepreneurship as a form of social decision making performed by economic innovators. Explain six advantages of entrepreneurship.   (6 Marks)
b)   Explain six barriers/challenges of entrepreneurial creativity and innovation.   (6 Marks)
c)   Explain six cultural factors inhibiting entrepreneurial development.   (6 Marks)
d)   Identify six elements of the marketing mix in marketing.   (6 Marks)
e)   Explain key objectives of human resource management in an enterprise.   (6 Marks)

QUESTION TWO (20 MARKS)
a)   Discuss five benefits of E-Commerce to an enterprise.   (10 Marks)
b)   Identify six advantages of using Overdraft as a source of financing small business enterprises.   (6 Marks)
c)   Analyse four benefits of financial management to small business enterprises.   (4 Marks)

QUESTION THREE (20 MARKS)
a)   Although there are no single standard for ethical behaviour, Entrepreneurs and managers need to encourage employees to be familiar with various ways for judging behaviour. Identify three situations of sexual harassment and discrimination at work place.   (6 Marks)
b)   Discuss four advantages of keeping business records of an enterprise.   (4 Marks)
c)   Examine five reasons for market segmentation in a marketing programme.   (10 Marks)

QUESTION FOUR (20 MARKS)
a)   Identify six functions of human resource management in an enterprise.   (6 Marks)
b)   Discuss four challenges posed by emerging trends in entrepreneurship in the 21st Century.   (4 Marks)
c)   Analyse five key factors to consider when starting a small business, noting to give valid examples in each case.   (10 Marks)

QUESTION FIVE (20 MARKS)
a)   Discuss five advantages of self-employment.   (5 Marks)
b)   Analyse five types of entrepreneurs.   (5 Marks)
c)   Discuss five factors that promote entrepreneurial creativity and innovation.   (10 Marks)