



Kasarani Campus
Off Thika Road
Tel. 2042692 / 3
P. O. Box 49274, 00100
NAIROBI
Westlands Campus
Pamstech House
Woodvale Grove
Tel. 4442212
Fax: 4444175

**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2016/2017 ACADEMIC YEAR
DIPLOMA IN BUSINESS ADMINISTRATION**

DBA 023 - INTRODUCTION TO ENTREPRENEURSHIP

Date: 13th August, 2016.
Time: 3.30pm – 5.30pm

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Discuss the critical aspects of the Entrepreneurial mind, the strategies, habits, attitudes, and behaviours that the work for the entrepreneurs who build higher potential ventures. (10 Marks)
- b) Rose Atieno is seeking for your advice on financing of an enterprise she plans to start. Explain to her at least four types of capital detailing their sources. (10 Marks)
- c) Explain in detail three Theoretical foundations of entrepreneurship. (10 marks)

QUESTION TWO (20 MARKS)

- a) Discuss where entrepreneurs get big ideas come from. (6 Marks)
- b) Essential qualities of an opportunity. (6 Marks)
- c) Explain the characteristics of an entrepreneur. (4 Marks)

QUESTION THREE (20 MARKS)

- a) What are reasons behind the fact that very few women become entrepreneurs? (10 Marks)
- b) Have Kenyan women Entrepreneurs made an impact to the development of our Nation. Explain. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Explain the contents of a Business Plan. (10 Marks)
- b) A Business plan is a primary tool to reveal possible awkward truths about your business. Explain. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) Creativity is essential to an entrepreneur. Explain the creative process. (10 Marks)
- b) Explain Barriers to creativity. (10 Marks)