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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 BUSINESS & INFORMATION TECHNOLOGY**  
**DCU 1003 – ENTREPRENEURSHIP DEVELOPMENT**

Date: 09<sup>TH</sup> 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)