



## GARISSA UNIVERSITY

UNIVERSITY EXAMINATION **2017/2018** ACADEMIC YEAR **ONE**  
**SECOND** SEMESTER EXAMINATION

SCHOOL OF BUSINESS AND ECONOMICS

FOR THE DIPLOMA BUSINESS MANAGEMENT

COURSE CODE: DBM 15

COURSE TITLE: ENTREPRENEURSHIP EDUCATION

EXAMINATION DURATION: 3 HOURS

**DATE: 16/04/18**

**TIME: 09.00-12.00 PM**

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### INSTRUCTION TO CANDIDATES

- The examination has **SIX (6)** questions
- Question **ONE (1)** is **COMPULSORY**
- Choose any other **THREE (3)** questions from the remaining **FIVE (5)** questions
- Use sketch diagrams to illustrate your answer whenever necessary
- Do not carry mobile phones or any other written materials in examination room
- Do not write on this paper

This paper consists of **TWO (2)** printed pages

SEM 11, 17/18 main exam (06/04-19/04/18)

*please turn over*

Good Luck – Exams Office



**QUESTION ONE (COMPULSORY)**

- (a) Define the following terms:
- i. Entrepreneurship management [3 marks]
  - ii. Innovation [3 marks]
  - iii. Angel investors/ Sharks [3 marks]
  - iv. Creativity [3 marks]
- (b) Differentiate between an entrepreneurs and small business owner [5 marks]
- (c) Highlight the importance of business counseling [8 marks]

**QUESTION**

- (a) Explain factors limiting growth of entrepreneurship in developing country [10 marks]
- (b) Explain the importance of business plan to an entrepreneur. [5 marks]

**QUESTION**

- (a) State the difference between internal consultant and external consultant. [5 marks]
- (b) How can one utilize technology for the success of his business [10 marks]

**QUESTION**

- (a) Explain the legal and organization requirements you fulfill before starting a business in Kenya [10 marks]
- (b) Explain ways of becoming an entrepreneur in Kenya [5 marks]

**QUESTION**

- (a) Explain how contemporary issues in entrepreneurship affect the economy in pros and cons. [10 marks]
- (b) Explain how you can manage small business for the family [5 marks]

**QUESTION**

- (a) Explain how political environments support or suppress entrepreneurship [10 marks]
- (b) Profiling your target markets is important to your business what are factors to consider. [5 marks]

