



MACHAKOS UNIVERSITY

University Examinations 2021/2022 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM

DEPARTMENT OF FASHION DESIGN AND MARKETING

FIRST YEAR FIRST SEMESTER EXAMINATION FOR

CERTIFICATE IN FASHION DESIGN AND MARKETING

ENTREPRENEURSHIP

DATE:

TIME:

INSTRUCTIONS

ANSWER ALL QUESTIONS

1. a) Define the following terms
i) Entrepreneur
ii) Entrepreneurship
iii) Innovation
iv) Invention
v) Creativity (10 marks)
- b) Explain any FIVE similarities and FIVE differences between self-employment and salaried employment (10 marks)
2. a) Explain any TWO reasons why people go into self-employment (5 marks)
- b) Discuss any FIVE contributions of entrepreneurship to the national development (15 marks)
3. a) Explain any FIVE characteristics /qualities of an entrepreneur (15 marks)
- b) Explain the reason why the government introduced entrepreneurship education in all tertiary institutions (5 marks)

4. a) Entrepreneurs play very important roles in an enterprise, explain any FIVE (10 marks)
- b) Discuss any FIVE requirements into entry to self- employment. (10 marks)
5. a) Discuss any FIVE types of entrepreneurs. (10 marks)
- b) Explain any FIVE managerial skills a successive entrepreneur should have (10 marks)