



MACHAKOS UNIVERSITY

University Examinations 2016/2017

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

SECOND YEAR FIRST SEMESTER EXAMINATION FOR DIPLOMA IN FASHION
DESIGN AND MARKETING

UDCU012: ENTREPRENEURSHIP

DATE: 29/5/2017

TIME: 2:00 – 4:00 PM

INSTRUCTIONS

This paper consists of five questions

Answer question one and any other Two questions

QUESTION ONE

- a) Briefly explain the following terms giving examples where necessary.
- i) Entrepreneurial skills (2 marks)
 - ii) Managerial skills (2 marks)
 - iii) Technical skills (2 marks)
 - iv) Long term capital (2 marks)
- b)
- i) Define business opportunity (2 marks)
 - ii) List three advantages of self-employment (3 marks)
 - iii) List three disadvantages of self-employment (3 marks)
- c) Being an entrepreneur, there are primary types of capital you are likely to arrange.
- i) Highlight (3 marks)
 - ii) Name three factors that can help you identify business opportunity. (3 marks)
- d)
- i) State four ways in which one can become an entrepreneur (4 marks)
 - ii) List four steps of starting a business plan (4 marks)

QUESTION TWO (20 MARKS)

- a) Explain four roles you need to assume for your business to succeed. (8 marks)
- b) Discuss six factors of entrepreneurs contribution to National Development. (12 marks)

QUESTION THREE (20 MARKS)

- a) Define business environment (2 marks)
- b) Discuss six factors that one would consider when evaluating business environment (18 marks)

QUESTION FOUR (20 MARKS)

- a) Define technology (2 marks)
- b) Describe six characteristics of appropriate technology (12 marks)
- c) Explain three sources of appropriate technology (6 marks)

QUESTION FIVE (20 MARKS)

- a) Define decision making (2 marks)
- b) Mary always faces problems in her business due to poor management and lack of skilled workers. Discuss seven-step approach to decision making. (14 marks)
- c) What is brainstorming? (2 marks)
- d) Explain how brainstorming can be applied in a business. (4 marks)