



MACHAKOS UNIVERSITY

DIRECTORATE OF TVET

DIPLOMA IN BUSINESS MANAGEMENT

DIPLOMA IN PROCUREMENT & SUPPLY CHAIN MANAGEMENT

2906/104/EP-2003/104/EP-ENTREPRENEURSHIP

DATE: 23/11/2023

TIME:2:30-5:30PM

Term one September – December 2023

INSTRUCTIONS

- ❖ The paper consists of **seven** questions. All questions carry equal marks
 - ❖ Attempt **any five** questions
 - ❖ Answers are to be written in the answer booklet provided
 - ❖ All answers to be in English
1. (a) Outline five qualities that an entrepreneur should possess to run and operate a successful business. (10 marks)
 - (b) Distinguish between creativity and innovation (4 marks)
 - (c) Identify five habits that promote entrepreneurial culture. (6 marks)
 2. (a) Explain the meaning of the following terminologies. (10mks)
 - (i) Entrepreneurial culture
 - (ii) Entrepreneurship

(iii) Intrapreneurship

(iv) An Enterprise

(v) National Development

(b) Describe five ways in which Naivas Supermarket contributes to national development. (10mks)

3. (a) Highlight five sources from which business ideas could be generated. (10 marks)

(b) Describe five reasons why Kenyans may be reluctant to embrace the savings and investment culture. (10mks)

4. (a) Outline five reasons a student at Machakos University must learn entrepreneurship.

(10mks)

(b) Distinguish between salaried employment and self-employment. (10mks)

5. (a) Explain five factors that contribute to poor entrepreneurial development. (10 marks)

(b) Identify five ways in which a potential entrepreneur would establish a good business opportunity. (10 marks)

6. (a) Explain five an entrepreneurs would motivate employees according to Maslow's need hierarchy theory. (10mks)

(b) Highlight five features of craft entrepreneurs. (10mks)

7. (a) Explain three theories of entrepreneurship. (6mks)

(b) Describe two myths associated with entrepreneurship. (4mks)

(c) Identify five sources of business finance. (10mks)