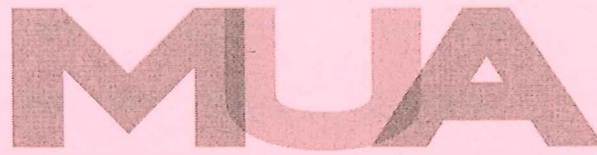


The
Management
University
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UNDERGRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DIPLOMA IN ENTREPRENEURSHIP

DES 100 : ENTREPRENEURSHIP AND DEVELOPMENT

DATE: 2ND DECEMBER 2024

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **FOUR** questions.
6. Question **ONE** carries **30 MARKS** and the rest carry **10 MARKS** each.
7. **Write all your answers in the Examination answer booklet provided.**

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

JOHN'S JOURNEY TO ENTREPRENEURSHIP

John, a 32-year-old professional, found himself at a crossroads in his career. After working for a large tech company for over a decade, he realized that he wanted more control over his work and life. This case study explores John's transition from being an employee to becoming a self-employed entrepreneur, the characteristics that led him to entrepreneurship, and the advantages he gained from this decision.

John wanted to be his own boss and have the freedom to make decisions about his work, schedule, and business direction. He had innovative ideas that he believed could solve real-world problems, but he felt limited in implementing them within the constraints of his corporate job. John saw self-employment as an opportunity to potentially increase his income, as successful entrepreneurship often comes with higher earning potential than a salaried job.

John was willing to take calculated risks, understanding that entrepreneurship often involves uncertainty and the possibility of failure. He possessed a strong desire to create something new and innovative, driven by a passion for technology and problem-solving. John understood that setbacks were inevitable in entrepreneurship, but he was determined to learn from failures and persist in achieving his goals. He was open to adapting to changing market conditions and customer preferences, allowing him to pivot when necessary. John leveraged his professional network to gain access to mentors, advisors, and potential collaborators, recognizing the importance of building a support system.

Entrepreneurship provided John with the opportunity to increase his income potential, as the success of his business directly correlated with his earnings. He could pursue his innovative ideas without bureaucratic hurdles, leading to the development of unique products and services. John had greater control over his schedule, allowing him to balance work with personal life and pursue his interests outside of business. Personal Growth: Entrepreneurship challenged John to learn new skills, gain diverse experiences, and continuously evolve as a professional.

John's innovative solutions addressed real-world problems, and his business had the potential to make a positive impact on society. Entrepreneurship offered the chance to create a lasting legacy and leave a mark on the industry and community.

Required:

- a. Identify and discuss the motives that led John to choose self-employment as a career from the case study. **(10 MARKS)**
- b. Explain five characteristics of an entrepreneur from the case study **(10 MARKS)**
- c. Discuss five advantages to both John and his country by embracing entrepreneurship. **(10 MARKS)**

QUESTION TWO

- a) Illustrate the measures an entrepreneur will take to gain a competitive edge over her competitors **(5 MARKS)**
- b) Describe the steps the Kenya government has taken in in the development of entrepreneurship. **(5 MARKS)**

QUESTION THREE

- a) Explain five characteristics of the legal forms that a micro, small or medium enterprise (MSME) can take **(5 MARKS)**
- b) Demonstrate what the government is doing to promote entrepreneurial culture **(5 MARKS)**

QUESTION FOUR

- a) Explain Four factors to consider setting up an enterprise **(8 MARKS)**
- b) Define an intrapreneur **(2 MARKS)**

QUESTION FIVE

- a) Discuss three reasons of entrepreneurship training **(6 MARKS)**
- b) Explain two reasons why entrepreneurs have challenges in accessing startup capital and expansion. **(4 MARKS)**

QUESTION SIX

a) Entrepreneurs are motivated by both internal and external factors, explain five internal factors **(5 MARKS)**

b) Discuss three socio-cultural and technological factors influencing the business community in your village. **(5 MARKS)**