The Management University of Africa

MUA

Sponsored by the Kenya Institute of Management

DIPLOMA UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DIPLOMA IN MANAGEMENT AND LEADERSHIP

DES 100 : ENTERPRENURSHIP DEVELOPMENT

DATE: 4TH DECEMBER 2023

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

DAPHRAG INTERNATIONAL.

Is a business Enterprise has been in business for the last 25 years, overcoming many myths as an enterprise that the venture is for lone rangers, and that has to be deceptive. The Founders have been at it without shifting from one business to another or using also of technology for their success.

This business was started with the founder's savings and some funds from friends and relatives who went a long way in helping the business overcome the initial challenges of new venture. The enterprise has been not only beneficial to the owners but to the nation as well as it has created employment to a number of people, who have in turn shared their income with members of the society. As the business a s grown the employees have had t acquire new skills and it has also improved the infrastructure development in the local area when the enterprise is located.

Required:

a) Explain Five sources of funds for enterprise in the above case study **(10 Marks)**

b) Enumerate five myths people believe that are not true concerning Entrepreneurship. **(10 Marks)**

c) Explain five advantages an entrepreneur to a nation. **(10 Marks)**

QUESTION TWO

a) Business Enterprises face a number of challenges depending the gender of the Entrepreneurs. Clearly enumerate five characteristics associated with women owned enterprises in Kenya. **(5 Marks)**

b) Explain the factors that favor entrepreneurship growth in an economy. **(5 Marks)**

QUESTION THREE

a) Clearly define the term business plan **(3 Marks)**

b) Identify seven components of business plan. **(7 Marks)**

QUESTION FOUR

(a) Identify and list five qualities that make successful Enterprises? **(5 Marks)**

(b) Elucidate five traits and entrepreneur have according to psychodynamics model **(5 Marks)**

QUESTION FIVE

Clearly explain these terms as used in Entrepreneurship.

i. Ventures
ii. Angels
iii. Enterprise
iv. Business **(10 Marks)**

QUESTION SIX

a) Define the term product differentiation. **(2 Marks)**
b) Enumerate four reasons why product differentiation is important. **(8 Marks)**