



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2015/2016

**SECOND YEAR FIRST SEMESTER EXAMINATIONS FOR THE
DEGREE OF MASTER OF SCIENCE IN ENTREPRENEURSHIP**

CITY CAMPUS

MBE 808: SERVICE ENTREPRENEURSHIP

Date: 23rd April, 2016

Time: 9.00 - 12.00 noon

INSTRUCTIONS:

- Answer ANY FOUR questions.



1a. Explain six operative functions of a human resources (10mks)

b. Explain what you understand by negligent hiring, and suggest four ways in which a service provider can prevent the same.. (5mks)

2a. Explain reasons why medium entrepreneurs need to install information communication Technology systems in their system (5mks)

b. Explain five socio-economic factors to be considered when installing communication Technology systems in a given business set up. (10mks)

3a. Transport business has of late become the Darling of many entrepreneurs, in Kenya but the most interesting thing is that they fail before reaching the peak, suggest reasons for such failures, and explain how such failures can be avoided. (15mks)

4. Explain what you understand by networking in service entrepreneurship. clearly explain the role of the same in ensuring the growth of the business (15mks)

5. Explain clearly why Kenyans should continue investing in the sector of service entrepreneurship, highlighting possible ways of enhancing investment. (15mks)

6. Managing queues, delivery time, service time, response waiting delivery, is a nightmare both in public and private organizations. Explain why this is happening. (15mks)