



**MERU UNIVERSITY COLLEGE
OF SCIENCE & TECHNOLOGY**

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University Examinations 2011/2012

FIRST YEAR, SECOND SEMESTER EXAMINATION FOR DIPLOMA IN BUSINESS
ADMINISTRATION AND CERTIFICATE/DIPLOMA IN AGRICULTURE

DBA 0212/BUS 0162: ENTREPRENEURSHIP SKILLS

DATE: APRIL 2012

TIME: 1½HOURS

INSTRUCTIONS: *Answer question **one** and any other **two** questions*

QUESTION ONE – (30 MARKS)

- a) Define who an entrepreneur is. (2 Marks)
- b) Explain at least five characteristics of a successful entrepreneur. (5 Marks)
- c) Discuss five types of an entrepreneur. (5 Marks)
- d) Show how a business plan is important to an entrepreneur. (5 Marks)
- e) Governments have a legal responsibility to control entrepreneurial activities. Give reasons why this is so. (5 Marks)
- f) Starting a business may appear so easy but sustaining its growth could be challenging. Give reasons why this could happen. (5 Marks)
- g) Outline three sources of a business idea. (3 Marks)

QUESTION TWO (20 MARKS)

- a) Discuss various forms of business that you are familiar with. (6 Marks)
- b) Which form of business would you prefer? Give advantages and disadvantages of your choice. (14 Marks)

QUESTION THREE (20 MARKS)

- a) Explain giving reasons what drives people to start their own businesses. (10 Marks)
- b) Outline five sources of business finance. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Explain five factors that you must consider when locating a business. (10 Marks)
- b) Success of most businesses is attributed to a number of factors. Highlight key factors that may lead to a business success. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Explain various ways that the government promotes entrepreneurship activities in the country. (10 Marks)
- b) Record keeping in a business is very important. Do you agree with this statement? Give reasons for your answer. (10 Marks)