

MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS**

 **ACADEMIC YEAR2017/2018**

 **THIRD YEAR/SECOND SEMESTER**

**SCHOOL OF BUSINESS & ECONOMICS**

**BACHELOR IN BUSINESS MANAGEMENT**

**COURSE CODE: IRD 305**

**COURSE TITLE: ENTREPRENEURSHIP &**

 **SMALL BUSINESS MGT**

**DATE: 22ND AUG 2018 TIME: 11 A.M – 1 PM**

**INSTRUCTIONS TO CANDIDATES**

Answer question **ONE** and any other **THREE** question

1. (a) Discuss the key features of psychological, sociological and economic theories of entrepreneurship and show the relevance of each in defining entrepreneurship**. (10 mks)**

(b) Using an illustration explain the growth stages of a business venture, highlighting the key characteristics in each stage**. ( 15 mks)**

1. (a( Discuss any five roles that creativity and innovation play in the growth of micro and small enterprises. **(5 mks)**

 (b) Explain the importance of promoting creation of small businesses as a strategy for economic development in Kenya**. (10mks)**

3. Business environment is the key to the growth and survival of any business. Enterprise, discuss**. (15 mks)**

 4. (a) Explain five ways that the government can explore in developing an enterprise culture in Kenya**. (10 mks**

 (b) Discuss the concept of entrepreneurial process. **(5mks)**

1. (a) Entrepreneurs can use development of a business plan as part of their marketing strategy; discuss this statement in regard to an organization of your choice**. (10 mks)**

(b) ) Using relevant examples, distinguish between pull and factors as used in entrepreneurship. **(8 mks)**