



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2013/2014**

**FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR THE  
CERTIFICATE IN BUSINESS ADMINISTRATION  
(CITY CAMPUS - DAY)**

**ACB 0015: INTRODUCTION TO ENTREPRENEURSHIP**

Date: 25<sup>th</sup> November, 2014

Time: 9.00 - 11.00 a.m.

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**INSTRUCTIONS:**

- Answer Question ONE (COMPULSORY) and any other TWO questions.

- Q1. (a) Define the term Entrepreneurship (5marks)  
(b) Discuss the characteristics and functions of an Entrepreneur. (25marks)

- Q2. (a) Explain the potential drawbacks of an entrepreneur at the markets. (10marks)  
(b) Distinguish between an entrepreneur and a manager. (10marks)

Q3. Finance is needed through-out an entrepreneurs' life. The type and amount of finance required for business depends on many factors, types of business, success of a firm and state of the economy.

There are two main sources of finance. Internal and External Sources. Discuss these sources. (20marks)

- Q4. Explain the meaning, benefits and risks of self-employment. (20marks)

- Q5. (a) Explain what a business idea is. (6marks)  
(b) Discuss how can you protect your business idea. (6marks)  
(c) Describe some areas of work where a person can be self-employed. (8marks)