



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2011/2012

FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR THE DIPLOMA IN INTERIOR DESIGN (CITY CAMPUS)

ADID 0106: ENTREPRENEURSHIP

Date: 13th April, 2012

Time: 9.00 – 11.00 a.m.

INSTRUCTIONS:

- ♦ This paper consists of Section A and B.
- ♦ Answer ALL questions from Section A in the answer booklet.
- ♦ Answer ONLY TWO questions in Section B in the answer booklet provided.

SECTION A carries 40 marks

SECTION B carries 30 marks

SECTION A- 40 MARKS

ANSWER ALL QUESTIONS FROM THIS SECTION.

1.
 - a. Define the following terms as used in entrepreneurship (10 Marks)
 - i. Entrepreneurship
 - ii. Communication
 - iii. Entrepreneur
 - iv. Business Opportunity
 - v. E- Commerce
 - vi. Globalization
 - vii. Trade Fair
 - viii. Business Plan
 - ix. Marketing Strategy
 - x. Franchise
 - b. Describe the relationship between entrepreneurship and communication (5 Marks)
2. Identify five attributes an entrepreneur should possess for him to run a successful business enterprise (5 Marks)
3. Explain some of the challenges that an entrepreneur can face in his quest to establish a successful business (5 Marks)
4. Examine three ways through which the economy benefits from the growth of small businesses (6 Marks)
5. Give three positive and three negative effects that globalization has had in today's economy (6 Marks)
6. Identify the most important things an entrepreneur needs to set up an online shop (4 Marks)

SECTION B- 20 MARKS

Answer only two questions. Each question is 15 Marks.

7. Suggest five guidelines the entrepreneur can use in choosing a business opportunity (15 Marks)
8. What is the importance of the following to an entrepreneur (15 Marks)
 - a. Outsourcing
 - b. Trade Fairs
9. Clearly explain 5 benefits that an entrepreneur stands to gain from a well prepared business plan (15 Marks)
10. Provide five barriers to effective communication an entrepreneur is likely to face (15 Marks)