



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR THE
DIPLOMA IN BUSINESS ADMINISTRATION**

CITY CAMPUS - REGULAR

ADB 0136: ENTREPRENEURSHIP

Date: 22nd November, 2016

Time: 2.00 – 5.00 pm

INSTRUCTIONS:

- Answer question ONE and any other TWO questions.



1a. Entrepreneur & entrepreneurship are catalysts in the process of economic development of a country. Explain (10marks)

1b. Is entrepreneurship a career or a lifestyle discuss? (10marks)

1c. Discuss the role of government in promoting entrepreneurship (10marks)

2a. Using relevant examples discuss the relevant influences of human behavior (10marks)

2b. Outline five methods of inculcating entrepreneurial behavior in an individual (10marks)

3a. Explain five ways in which an entrepreneur may cope with competition (10marks)

3b. Ethical behavior tends to be good for businesses because it helps in building a staff of dedicated employees and reputation among customers. In light of this statement explain how an entrepreneur can demonstrate ethical behavior (10marks)

4a. Highlight five characteristics of enterprise culture (10marks)

4b. Outline the reasons why people prefer to be self-employed (10marks)

5a. Outline five entrepreneur's indicators of failure (10marks)

5b. Discuss the various factors influencing the emergence and development of entrepreneurship in a country (10marks)