



MASEÑO UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR THE DIPLOMA IN BUSINESS ADMINISTRATION (CITY CAMPUS)

ADB 0136: ENTREPRENEURSHIP

Date: 16th July, 2013

Time: 9.00 – 11.00 a.m.

INSTRUCTIONS:

- ◆ Answer Question ONE and any other TWO questions.
- ◆ Question one carries 30 marks and the rest 20 marks each.

- Q1. (a) What is the role of an Entrepreneur in Economic Development?
(10marks)
- (b) Discuss the Functions and Characteristics of Entrepreneurship.
(20marks)
- Q2. (a) Highlight the Environment Factors that lead to Entrepreneurship
(10marks)
- (b) Women Entrepreneurs face problems due to their gender.
Discuss (10marks)
- Q3. Explain the reasons why Family Businesses fail after the founder dies.
(10marks)
- Q4. (a) The first few years of Business are often unpredictable. Discuss
(10marks)
- (b) What are the benefits and risks of self employment
(10marks)
- Q5. Distinguish between a self employee and paid employee.
(20marks)