



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

**SECOND YEAR SECOND SEMESTER EXAMINATIONS FOR  
DIPLOMA IN COMMUNITY DEVELOPMENT  
(HOMA BAY CAMPUS)**

**DDC 0119: ENTREPRENEURSHIP AND SMALL  
BUSINESS MANAGEMENT**

*Date: 24<sup>th</sup> December, 2013*

*Time: 11.00am - 1.00pm*

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**INSTRUCTIONS:**

- Answer ANY THREE questions.

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**ANSWER THREE QUESTIONS.**

1. Explain reasons why people become entrepreneurs.
2. (a) Explain the process of entrepreneurship.  
(b) Explain factors hindering entrepreneurship in community development.
3. Explain the importance of small scale business in community development.
4. Discuss challenges facing small scale business in Kenya today.
5. Explain the merits and demerits of starting a family business.
6. Explain the benefits of franchising to a franchisee.