



MASEÑO UNIVERSITY
UNIVERSITY EXAMINATIONS 2013/2014

SECOND YEAR FIRST SEMESTER EXAMINATIONS FOR THE
DIPLOMA IN COMMUNITY DEVELOPMENT

(CITY CAMPUS)

**DDC 0119: ENTREPRENEURSHIP AND BUSINESS
MANAGEMENT**

Date: 18th November, 2013

Time: 9.00 - 11.00 a.m.

INSTRUCTIONS:

- **Answer ANY THREE questions.**

DDC 0119: ENTREPRENEURSHIP AND BUSINESS MANAGEMENT

INSTRUCTION: ANSWER THREE QUESTIONS

1. Explain the methods one may use to spot business opportunities.
2. Explain the characteristics of an entrepreneur
3. Explain the roles of management in a business venture.
4. Explain the factors an entrepreneur may consider in choosing a marketing strategy.
5. Discuss methods the government may use to promote entrepreneurship in Kenya.