



GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS MAY - AUGUST 2018 SEMESTER

DIPLOMA IN BUSINESS MANAGEMENT

COURSE CODE: DBCC 019/ DBEN 001

COURSE TITLE: ESSENTIALS OF ENTREPRENEURSHIP

DATE: 8TH AUGUST 2018

TIME: 3.00 PM – 6.00 PM

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

CAUTION: *All exam rooms are under CCTV surveillance during the examination period.*

SECTION A: COMPULSORY

Question One

- a) There is no sense of starting a business if there is no assurance of adequate market. What then are the indications of availability of market that an entrepreneur should look out for? **[10 marks]**
- b) Many of the businesses started do fail rather than pick up. This has been attributed to so many reasons that entrepreneurs should be aware of. Discuss these reasons for business failure **[10 marks]**
- c) What is a business idea? **[1 mark]**
- i. When is a business idea found to be attractive to the customers? **[6 marks]**
- ii. There are various sources of business ideas that entrepreneurs can utilize in their quest to doing what they do best” Business”. Discuss some of these sources. **[10 marks]**
- d) Differentiate between a “Craft Entrepreneur” and a “Pattern-Multiplier Entrepreneur” **[3 marks]**

SECTION B: ANSWER ANY THREE QUESTIONS

Question Two

- a) Personal characteristics and tendencies exhibited by different entrepreneurs normally determine their commonalities and differences in people’s thoughts, feelings and actions. Discuss any five common characteristics of entrepreneurs **[10 marks]**
- b) Finance is a critical factor for the success of any business and thus the need for entrepreneurs to understand the various possible sources of finance they can utilize. Discuss these sources **[10 marks]**

Question three

- a) Tendering is one of the many ventures that entrepreneurs have undertaken in huge numbers leading to the common phrase “Tenderpreneurs” and thus a need for

entrepreneurs to understand it well.. As an upcoming entrepreneur discuss the tendering process. **[10 marks]**

- b) After generating business ideas, there is usually a need to screen them in order to establish the ideas that are great and worth of pursuit. Discuss the Personal factors and considerations that one needs to check on **[10 marks]**

Question Four

- a) In Kenya we have both small businesses and SME's alike being ran largely by skilled and non- skilled entrepreneurs. Discuss any five distinctive characteristics of small enterprises **[10 marks]**
- b) Among these small scale entrepreneurs are the self employed artisans and traders normally called "JuaKali", leading to a classification of the various types of these small businesses. Discuss these types of small businesses **[10 marks]**

Question five

- a) Many factors will draw an entrepreneur into choosing a business idea and foregoing another, major of which is that a business must quite a great idea worth of pursuit. Discuss thus the characteristics of a great business idea **[10 marks]**
- b) The survival of an organization depends on the ability of the members of that organization to adjust to the changes in its environment. Discuss the stages involved in a planned organizational change **[10 marks]**