



UNIVERSITY EXAMINATIONS
SECOND YEAR EXAMINATION FOR THE AWARD OF THE
DIPLOMA IN ACCOUNTING AND FINANCE
FIRST SEMESTER 2023/2024
[AUGUST-DECEMBER, 2023]

DBAD/DSAM/DPSM 0251/DHRM 0211: ENTREPRENEURSHIP AND SMALL
BUSINESS MANAGEMENT

STREAM: Y2 S1

TIME: 2 HOURS

DAY: WEDNESDAY, 9.00 – 11.00 A.M.

DATE: 30/11/2023

INSTRUCTIONS

- 1. Do not write anything on this question paper.***
- 2. Answer Questions ONE and any other THREE Questions***

QUESTION ONE

- a) The economy of a nation is believed to be controlled by entrepreneurs. Who do you is an entrepreneur? (2 marks)
- b) What role do the entrepreneurs play in the economic development of a country (8 marks)
- c) Despite the fact that entrepreneurs play a very important role in the development of a country, they cannot perfectly do so as they face a lot of challenges. It is thought that the government should chip in to hold their hands. How can the government do so? (10 marks)
- d) For entrepreneurs to be successful in their business, they need to possess certain characteristics. Identify some of these characteristics (5 marks)

QUESTION TWO

- a) In order to be successful in business and to overcome competition, Entrepreneurs ought to be innovative. What new changes can they bring into their businesses? (8 marks)
- b) Entrepreneurs come in different forms based on the kind of activities that they engage themselves in. Describe any four of these types (7 marks)

QUESTION THREE

- a) Entrepreneurs play a number of roles in their businesses to ensuring their success. Describe these roles. (10 marks)
- b) In Kenya, Entrepreneurs face a number of challenges. Explain these challenges (5 marks)

QUESTION FOUR

- a) It is hard for an Entrepreneur to run his business without a business plan, describe the use of this document (7 marks)
- b) To start a venture an entrepreneur ought to meet some requirements. What are these requirements? (8 marks)

QUESTION FIVE

- a) Explain any FIVE types of business Environment in which an entrepreneurial business operates and explain how it affects the business. (10 marks)
- b) How is an entrepreneur expected to be competent in order for his business to succeed? (5 marks)

QUESTION SIX

- a) Entrepreneurship grows if certain factors are available. Explain these factors (10 marks)
- b) Explain the Emerging Trends in Entrepreneurship (5 marks)