



**UNIVERSITY EXAMINATIONS**  
**FIRST YEAR EXAMINATION FOR THE AWARD OF THE**  
**DIPLOMA IN JOURNALISM AND MASS COMMUNICATION**  
**FIRST SEMESTER 2022/2023**  
**[SEPTEMBER-DECEMBER, 2022]**

**DJM 0105: ENTREPRENEURSHIP EDUCATION**

**STREAM: Y1S1**

**TIME: 2 HOURS**

**DAY: THURSDAY, 3:00 – 5:00 PM**

**DATE: 08/12/2022**

**INSTRUCTIONS**

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

**QUESTION ONE**

- a) Highlight five myths and fallacies associated with entrepreneurship and propose appropriate ways of dealing with them. (10 marks)
- b) Explain the factors that motivate entrepreneurs in their business ventures. (10 marks)
- c) Explain any five factors to be considered when evaluating a business idea. (10 marks)

**QUESTION TWO**

- a) Discuss the importance of good record keeping to an entrepreneur. (10 marks)
- b) Business plan is essential for existence and growth of an enterprise. State five problems that may be encountered by entrepreneurs without business plan. (10marks)

**QUESTION THREE**

Discuss the challenges facing young entrepreneurs in Kenya and highlight the measures that the government may take to minimise the challenges and foster entrepreneurship development in the country. (20 marks)

#### **QUESTION FOUR**

- a) Explain the factors that may hinder entrepreneurship development in Kenya.  
(10 marks)
- b) Identify and explain five gaps that may create a business opportunity to an entrepreneur in the market.  
(10 marks)

#### **QUESTION FIVE**

- a. Highlight five major differences between an entrepreneur and employee.  
(10 marks)
- b. Explain five possible causes of failures of small and medium sized enterprises in developing countries.  
(10 marks)