



**STRATHMORE INSTITUTE
DIPLOMA ENTREPRENEURSHIP
END OF SEMESTER EXAMINATION
DE 1101: INTRODUCTION TO ENTREPRENEURSHIP**

DATE: 13th August

Time: 2 Hours

Instructions

1. This examination consists of **FIVE** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.

QUESTION ONE – COMPULSORY QUESTION **[30 Marks]**

- a. There are many external factors that interfere with the smooth operations of any business, giving examples discuss at least five. [10Marks]
- b. You intend to start an enterprise, describe any five essential characteristics you should adhere to. [10Marks]
- c. Enumerate ten reasons why many business start-ups fail before the end of their first year of operation. [10Marks]

QUESTION TWO **[15 Marks]**

- a. Describe the Micro, Small, Medium Enterprises scenario in Kenya in relation to the number of employees and the annual turnover for each. [5Marks]
- b. Role models are important in any entrepreneurial venture. Discuss any five factors that they have in common. [5Marks]
- c. Discuss the role of MSMEs in East Africa in regard to national development? [5Marks]

QUESTION THREE **[15 Marks]**

- a. Giving relevant examples discuss any five major components of a market survey tool when starting a new business venture. [10Marks]
- b. List and briefly explain any five components of a business plan [5Marks]

QUESTION FOUR**[15 marks]**

List and discuss skills that an entrepreneur should have in order to manage a business efficiently and effectively.

[15 Marks]**QUESTION FIVE****[15 Marks]**

List and discuss possible sources of finance a potential entrepreneur should before starting business operations in a Country or County.

[9Marks]