



Strathmore
UNIVERSITY

**STRATHMORE INSTITUTE
DIPLOMA IN ENTREPRENEURSHIP
DE 1101 - Introduction to entrepreneurship
END OF SEMESTER EXAMINATION**

DATE: 22nd August 2019

Time: 2 Hours

Instructions

1. This examination consists of **FIVE** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.
3. Do not write on the question paper.

QUESTION ONE – COMPULSORY QUESTION

[30 Marks]

- a.** **[15 marks]**
Many experts in entrepreneurship have indicated that enterprises have slow growth and expansion rate. The growth and expansion of MSMEs table is drawn here below with stage 1 given as an example, draw a similar table and complete Stage 2,3 and 4

They are known as the 4s

Stage	Category	Duration	Description of stage	Ownership
1	Start-up	0 to 3 years	Teething and germinating stage, Struggling to go above ground level, Struggling towards Breakeven point	Vision bearer is the Owner manager
2				
3				
4				

- b.** **[15 Marks]**
Entrepreneurship and especially the Micro, Small and Medium Enterprises are the engine of economic and social development in Africa, Asia and Latin America. Explain the MSMEs Scenario and back your explanation with data known data.

QUESTION TWO**[15 Marks]**

- a.** **[5 Marks]**
List and discuss any five major components of a market survey tool when starting a new business venture.
- b.** **[10 Marks]**
With relevant examples discuss 5 major contributions of entrepreneurship in national economic and social development in East Africa and or your Country of origin

QUESTION THREE**[15Marks]**

The Lunatic Railway line or The Iron Snake as fore told by African elders was constructed as from 1890s with heavy opposition by the British Parliament; even the British taxpayers did not see its economic benefit. However regardless of the local and foreign resistance, the Uganda Railway Line was built and it reached Port Florence in 1901.

- a.** **[5 marks]**
Discuss 5 major disasters and or negative social and economic impact during the construction. Give relevant examples.
- b.** **[5 marks]**
Discuss 5 major positive social and economic impacts in the after the completion of the Uganda Railway.
- c.** **[5 Marks]**
With relevant examples list and describe 5 major positive entrepreneurship impact of the Uganda Railway Line during and after its construction. The impact can be local and even foreign.

QUESTION FOUR**[15 Marks]**

- a.** **[10 Marks]**
As you walk in the streets any city and even the rural areas of Africa, Asia and Latin America the enterprise failure rate is very high. Draw a list of 10 external factors that cause high enterprise failure rate.
- b.** **[5 Marks]**
Draw a list of 5 important entrepreneurial characteristics of successful and leading entrepreneurs in Africa

QUESTION FIVE**[15 marks]**

List and discuss 10 possible sources of finance a potential entrepreneur should know before venturing into business in your country or County.