



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

DATE: 16th April 2019

Time: 2 Hrs

Instructions

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

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

1.a 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 reasons why there is high enterprise failure rate **[15 Marks]**

1.b The high failure rate requires that an entrepreneurs have to arm themselves with entrepreneurial skills. Discuss 10 skills that are essential for an entrepreneur should have to successfully run a successful enterprise. **[15 Marks]**

QUESTION TWO **[15 Marks]**

2.a Entrepreneurship and especially the Micro, Small and Medium Enterprises and the engine of economic and social development. Explain the MSMEs and back your explanation with data. **[9 Marks]**

2.b With relevant examples discuss 6 major contributions of entrepreneurship in national economic and social development East Africa **[6 Marks]**

QUESTION THREE **[15 Marks]**

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

QUESTION FOUR **[15 Marks]**

There are various external factors that an entrepreneur must navigate to successfully run his enterprise at start-up, expansion and growth. Describe in detail five major external factors with relevant examples for each.

QUESTION FIVE
marks

[15

List and discuss 15 possible sources of finance a potential entrepreneur should know before venturing into business in your country or County.