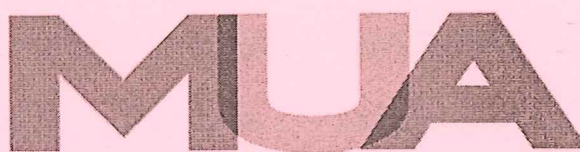


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DIPLOMA UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DIPLOMA COMMON UNIT

DCU 105 : PRINCIPLES OF ENTREPRENEURSHIP

DATE: 27<sup>TH</sup> JULY 2022

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. DO NOT write on this question paper.
3. This paper contains SIX (6) questions.
4. Question ONE is compulsory.
5. Answer any other FOUR questions.
6. Question ONE carries 30 MARKS and the rest carry 10 MARKS each.
7. Write all your answers in the Examination answer booklet provided.

## QUESTION ONE

**Read the Case Study below carefully and answer the questions that follow:**

A man by the name Naikolul, was born in a small village in Mararal, four months before Jaramogi Oginga Odinga called for the release of Jomo Kenyatta, in 1958. Growing up in a family of eight and from a very poor background, he started his class one just like any other child. When he was in class four, his teachers realized that his urge to succeed in life was so obvious. Despite Naikolul going to school at times without having a decent meal and barefoot, he viewed life in a very positive way, he had no time for self-pity.

After completion of his class eight, he passed very well and was admitted to a very prestigious national school in Nairobi, and later proceeded to a public university in Nairobi. Naikolul was very good at identifying every opportunity. The moment he landed at the university, he realized he can start several businesses but in a systematic manner. His first business was photography which he generated good money from it. He set up the second business which was barber shop and later set up three more businesses while still at the university. He had several people that he employed. He was declared as most entrepreneurial student and received an award.

**Required:**

- a) Explain five leadership characteristics of an entrepreneur using the Entrepreneurship Mnemonics (10 Marks)
- b) Illustrate five advantages of Entrepreneurship to an individual (10 Marks)
- c) List five advantages of Entrepreneurship To the nation (10 Marks)

## QUESTION TWO

- a) Differentiate between a business plan and a strategic plan (4 Marks)

- b) Explain any three categories of financial Ratios and their importance to an entrepreneur (6 Marks)

### QUESTION THREE

- a) Define the following terms as used in Entrepreneurship

- i) Incubator (2 Marks)
- ii) Venture Capitalists (2 Marks)
- iii) Angels (2 Marks)

- b) Explain any four factors which encourage entrepreneurial development (4 Marks)

### QUESTION FOUR

- Describe entrepreneur's background characteristics (10 Marks)

### QUESTION FIVE

- a) Explain importance of communication to business (3 Marks)
- b) State seven barriers to successful communication (7 Marks)

### QUESTION SIX

- a) Discuss any five drawbacks of Entrepreneurship development (5 Marks)
- b) Explain any five cultural diversity of entrepreneurship (5 Marks)



**QUESTION SIX**

Global health is the understanding of health care in an international and interdisciplinary context. It includes the study, research, and practice of medicine with a focus on improving health and health care equity for populations worldwide. By use of examples, explain any five global health issues **(10 marks)**

