



PIONEER INTERNATIONAL UNIVERSITY

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UNIVERSITY EXAMINATIONS

DIPLOMA OF INFORMATION TECHNOLOGY

ACADEMIC YEAR: 2021/2022

UNIT NAME: ENTREPRENEURSHIP SKILLS

SEMESTER: JAN – APRIL 2022

UNIT CODE: DBM 117

DATE: APRIL 2022

Main exam

TIME: 1.30 HOURS

INSTRUCTIONS: Answer question one (30 marks) and any other two

IMPORTANT NOTICE !!!

The following are the possible consequences if found guilty of an Examination Offence:

- a) Expulsion from the University.
- b) Academic Leave.

QUESTION ONE (COMPULSORY 30 marks)

- a) Explain the nature and Role of Entrepreneurship in Kenyan Economy (10 marks)
- b) Describe five entrepreneurial Characteristics (10 marks)
- c) Explain the factors that Influence the Scope of a Business Plan (10 marks)

QUESTION TWO

- a) Explain the four types of organizational culture (8 marks)
- b) Explain the factors affecting the location of a business (6 marks)
- c) What is the meaning of a business plan (1 mark)

QUESTION THREE

- a) The core marketing concepts help to understand the basic principles of marketing. Explain the core marketing concepts (10 marks)
- b) Explain the two categories of external environment (4 marks)
- c) Explain the meaning of a sole proprietor (1 marks)

QUESTION FOUR

- a) Partnership is a contractual relationship between two or more persons (called partners) but usually not more than twenty, who operate a legitimate business which each contributes something, with the purpose of making a profit which is distributed amongst them. Explain the characteristics of a partnership **(10 marks)**
- b) The business life cycle is the progression of a business and its phases over time, and is most commonly divided into five stages; explain the stages **(5 marks)**