



# MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

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## UNIVERSITY EXAMINATIONS 2024/2025

SECOND YEAR, FIRST SEMESTER EXAMINATION FOR DIPLOMA IN ANIMAL HEALTH  
AND PRODUCTION

### DPS 2206: ENTREPRENEURSHIP SKILLS

DATE: DECEMBER 2024

TIME: 1 ½ HOURS

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**INSTRUCTIONS:** *Answer Question ONE (compulsory) and any other TWO Questions.*

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#### QUESTION ONE - (30 MARKS)

- Discuss the factors that have contributed to the growth of entrepreneurship in Kenya. (10 Marks)
- Briefly discuss principles of entrepreneurship that serve as guide when starting or running a business. (10 Marks)
- State four reasons why the government of Kenya is encouraging entrepreneurial knowledge in schools. (10 Marks)

#### QUESTION TWO - (20 MARKS)

- Outline discuss different ways of generating a business idea. (8 Marks)
- Discuss the importance of staff motivation in business. (6 Marks)
- Discuss factors to consider when selecting source of business finance. (6 Marks)

#### QUESTION THREE - (20 MARKS)

- Distinguish between internal business environment and external business environment. (10 Marks)

- b) Discuss the advantages of business plan to a business. (10 Marks)

**QUESTION FOUR (20 MARKS)**

- a) Explain any five reasons why a new business may fail. (10 Marks)  
b) Explain any five factors to be considered when evaluating a business idea. (10 Marks)

**QUESTION FIVE – (20 MARKS)**

- a) Discuss the 5 stages of creativity in business. (10 Marks)  
b) Discuss different stages of innovation in business. (10 Marks)