



# The Co-operative University of Kenya

## SUPPLEMENTARY / SPECIAL EXAMINATION AUGUST- 2019 EXAMINATION FOR THE DIPLOMA IN ENTREPRENEURSHIP

UNIT CODE: DMDE 1103

UNIT TITLE: ENTREPRENEURIAL COMPETENCIES

DATE: 30<sup>TH</sup> AUGUST, 2019

TIME: 9:00 AM – 11:00 AM

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### INSTRUCTIONS:

- Answer question **ONE (compulsory)** and any other **TWO** questions

### QUESTION ONE

- a) What qualities should a good leader possess? (5marks)
- b) Identify three types of leaders (3marks)
- c) Explain, using examples why leaders vary their leadership style in different circumstances. (10marks)
- d) Describe three ways in which employees can be empowered (6marks)
- e) How may the role of a manager and a leader differ in business (6marks)

### QUESTION TWO

Small businesses usually go through various hurdles which the owner must overcome to ensure survival and growth. Discuss the entrepreneurial and managerial competencies required to ensure survival. (20 Marks)

### QUESTION THREE

- a) Despite its importance entrepreneurship is often faced by a myriad of challenges. Indicate the major challenges encountered in entrepreneurship highlighting possible solution to each challenge. (8marks)
- b) Briefly explain the following approaches to decision making:
  - i. Rule of the thumb (6 marks)
  - ii. Committee method (6 marks)

### QUESTION FOUR

ABC, an enterprise failed to achieve its business goals because the goals were not SMART.

- a) Define the phrase “Business goals” (2 marks)
- b) Describe the acronyms “SMART” and give examples in each (10 marks)
- c) Explain the importance of goal setting in enterprise development (8 marks)

### QUESTION FIVE

- a) Clearly discern the role of environmental and competitor analysis in the establishment of a business. (10 Marks)
- b) Highlight five time wasters (5 marks)
- c) Discuss techniques that a business can use to enhance time management (5 marks)