



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

MAY - JULY 2013 TRIMESTER

FACULTY OF ARTS AND SOCIAL SCIENCES

DEPARTMENT OF DEVELOPMENT STUDIES

EVENING PROGRAMME

DPM 528: ENTREPRENEURSHIP AND MICROFINANCE

DATE: JULY 2013

DURATION: 3 Hours

INSTRUCTIONS: Answer Question ONE and any other THREE Questions

- Q1. a) There are things that entrepreneurs would not accomplish without the support of the government. Elaborate on what role the government can play to promote the state of enterprise development in the economy. **(20 marks)**
- b) Describe the factors that an entrepreneur should put into consideration when analyzing a potential business opportunity. **(10 marks)**
- Q2. a) Describe the relationship between entrepreneurship and communication. **(10 marks)**
- b) Discuss five barriers to effective communication. **(10 marks)**
- Q3. a) Explain how an entrepreneur can utilize the following emerging trends to increase the scale of operation:
- i) E-commerce **(3 marks)**
 - ii) Business outsourcing **(3 marks)**
 - iii) Globalization **(3 marks)**
 - iv) Trade fairs **(3 marks)**
- b) What are the challenges that an entrepreneur faces in his or her quest to establish a successful business? **(8 marks)**
- Q4. a) Informal financial markets provide financial services to economic agents that do not have access to formal financial markets. Using an organization of your choice, explain **five** characteristics of an informal financial institution. **(10 marks)**

- b) Examine ways in which the economy benefit from the growth of small businesses. **(10 marks)**
- Q5. a) What is social responsibility as applied in entrepreneurship? **(2 marks)**
- b) To whom does the entrepreneur owe duty of obligation in meeting the ends of his business? **(10 marks)**
- c) Describe ways in which an organization can enforce a code of ethics in the work environment. **(8 marks)**

END