



*“Investing in Africa’s future”*  
**COLLEGE OF BUSINESS, PEACE, LEADERSHIP AND GOVERNANCE**

**ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT  
(MMS 401)**

**END OF FIRST SEMESTER EXAMINATIONS**

**NOVEMBER 2019**

**LECTURER: MR A. MAHIYA**

**DURATION: 3 HOURS**

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***INSTRUCTIONS***

1. Answer any 4 questions.

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2. Each question carries 25 marks.

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## QUESTIONS

1. What traits are associated with entrepreneurs that distinguish themselves from managers who settle for corporate life? { 25 marks }
2. What are the pros and cons of joining a family business as an entry mode into entrepreneurship? . { 25 marks }
3. Explain the key elements of a business plan and the critical importance of a business plan to a new start up. { 25 marks }
4. Discuss, giving appropriate examples, the problems that hinder the growth of small businesses. { 25 marks }
5. Explain the advantages and disadvantages of a greenfield start up as an alternative route to entrepreneurship. Highlight relevant examples. { 25 marks }
6. It is critical for an entrepreneur to carry out a thorough feasibility assessment before crafting a business plan for a new startup. What are the key components of a feasibility analysis? { 25 marks }