



DIPLOMA IN INFORMATION COMMUNICATION TECHNOLOGY

END OF SEMESTER EXAMINATION

DICT 213: ENTREPRENEURSHIP SKILLS

APRIL 2021

ONLINE CLASS

Instructions

- i) This exam paper contains SIX questions containing 10 marks each.**
 - ii) Answer Question 1 (COMPULSORY) and any other THREE questions**
 - iii) Read each question carefully before attempting.**
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QUESTION ONE

- a) Mary Maria has recently graduated from the university and wants to go into self-employment. Advise her by explaining TWO factors to consider in selecting a good business opportunity. (2 marks)
- b) In the business environment, the manager is expected to explain approaches and terminologies used. You have been asked to distinguish between an Entrepreneur and an Intrapreneur. (2 marks)
- c) As the CEO of Mapato Ltd, you will be involved in planning and sourcing for finance.
 - (i) Discuss TWO reasons why a business plan is important. (2 marks)
 - (ii) Explain TWO bootstrapping methods you would use in raising funds for the company. (2 marks)

(iii) Outline the FOUR forms of feasibility study you would undertake for the company.

(2

marks)

QUESTION TWO

Your friend John Yoana wants to go into self-employment and has come to you for advice.

(a) Make him understand TWO commonalities between innovation and entrepreneurship.

(4 marks)

(b) Explain to him THREE methods to generate new ideas for his new business.

(6 marks)

QUESTION THREE

The global trend supported by many international humanitarian organizations is for individuals to go into self-employment in their small businesses.

(a) Discuss TWO reasons why some people choose to become entrepreneurs. (4 marks)

(b) Explain THREE advantages of global entrepreneurship. (6 marks)

QUESTION FOUR

Msanifu your friend who graduated from university two years ago has been trying to venture into business without success. As a student of Entrepreneurship Skills advise him by

(a) Explaining to him FIVE characteristics of successful entrepreneurs he could adopt.

(5

marks)

(b) Discussing with him FIVE traits of entrepreneurs he needs to check whether he has.

(5

marks)

QUESTION FIVE

All businesses just like humans grow and face diverse challenges as they do so. As the CEO of your small business, analyze with examples, the FIVE stages of growth of a business enterprise.

(10

marks)

QUESTION SIX

As prudent and qualified business adviser, you advise people not to just leave their jobs for self-employment without proper research. What would you say are FIVE factors that show the desirability of a new business Venture. (10 marks)