

Speciality: **ALL HND SPECIALTIES**

Paper: **ENTERPRISE CREATION AND ENTREPRENEURSHIP**

Credit value: 1

Duration: **2 hours**

INSTRUCTIONS TO CANDIDATES

- This paper carries three sections
 - You are required to attempt all the questions
-

Section 1: Entrepreneurship (34 marks)

Read the extract below and answer the questions that follow:

‘Steve Jobs and his friend Steve Wozniak were self-taught engineers who created one of the most popular, revolutionary, technology brand, “Apple”. Steve Jobs was not the first person to have an idea to create a user-friendly computer, and he was not the first person to come up with an idea about music players or smartphones, but he was the first person to implement them. He covered potential ideas and then implemented them in ways that no one had ever dreamed of before. Apple products, whether they be a computer, laptop, iPod, iPhone, iTunes, or otherwise, are featured everywhere. Not only Apple products are of high-quality technological items, but the company also has superior branding and a strong company image making them, one of the most popular and easily recognizable brands in the world.’

1. Distinguish between an intrapreneur and an entrepreneur. **(4 marks)**
 2. Name any four types of entrepreneurs you know. **(4 marks)**
 3. From this example, identify and explain any five traits/characteristics of Steve Jobs that helped him to be successful in his business. **(10 marks)**
 4. What are the factors/reasons that support the success of Apple Company? Give any two. **(4 Marks)**
 5. Why do some people choose to be an “entrepreneur” instead of being an “employee”? Write two reasons to support your opinion. **(4 marks)**
 6. What are the advantages of entrepreneurship to a nation? Explain any four. **(8 marks)**
-

Section 2: General Economics (33 marks)

Question 1:

State and explain four roles played by the government in a mixed economic system. **(10 marks)**

Question 2:

Explain any four advantages of a market economic system. **(10 marks)**

Question 3:

State and explain four differences between a public limited company and private limited company. **(8 mark)**

Question 4:

Explain five differences between a commercial bank and a central bank. **(5 marks)**

Section 3: Company Law (33 marks)

Question. Examine the causes of the dissolution of a commercial company. **(33 marks)**
