

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS
EMBU/ IGEMBE**

**EXAMINATION FOR THE AWARD OF DIPLOMA IN LEADERSHIP AND PUBLIC
ADMINISTRATION**

LAPA 0216: PRINCIPLES OF ENTREPRENEURSHIP

STREAMS:

TIME: 2 HOURS

DAY/DATE: FRIDAY 24/09/2021

11.30 A.M – 1.30 P.M

INSTRUCTIONS

■ Answer question one any other two questions

QUESTION ONE

- (a) Discuss the possible advantages and disadvantages of this family business. [10 marks]
- (b) Determine the strategies that should be adopted at the national level by the Kenyan government to promote entrepreneurship and innovation. [10 marks]
- (c) Discuss the likely base of commitment among Chuka University students joining the family business after graduating from the University. 10 marks]

QUESTION TWO

- (a) Recently a student was heard telling her classmates ‘I want to start a new business but still haven’t come up with start up idea that sounds like a good investment opportunity’. Advice her on source of business ideas for small business start up she can turn to for inspiration. [10 marks]
- (b) Discuss the basic types of start -up ideas. [10 marks]

QUESTION THREE

- (a) Businesses go through fairly predictable of developmental stages. Using a model illustrate and discuss the various stages of growth of a business enterprise to Kenyan economy. [10 marks]

QUESTION FOUR

Using relevant examples, discuss four theories of entrepreneurship. [20 marks]

QUESTION FIVE

‘More than 70% of small and medium sized enterprises (SMES) do not live to celebrate their birthday’.

- (a) Discuss the challenges faced by small and medium sized business entrepreneurs in Kenya today. [10 marks]
- (b) Summarize the recommendations that you would give these entrepreneurs to avoid the common pitfalls that often lead to business failure. [10 marks]
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