

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE
AND HEALTH RECORDS MANAGEMENT**

BEEM 111/HIRM 281: PRINCIPLES OF ENTREPRENEURSHIP

STREAMS: BCOM,HIRM Y2S1

TIME: 2 HOURS

DAY/DATE: THURSDAY 08/07/2021

11.30 A.M – 1.30 P.M

INSTRUCTIONS:

Answer question one and any other two questions

QUESTION ONE

- (a) Josiah recently graduated from Chuka University and awarded a grant of ksh 600,000 by the University. He is in a dilemma to engage in a tax operating business or start a cyber café services. Examine the criteria that John should use to arrive at most appropriate business opportunity. [10 marks]
- (b) So many qualities are attributed to leaders it can sometimes be difficult to identify with them all. However, the ability to influence others is clearly a leadership skill. Identify and discuss some of the entrepreneurial leadership skills. [10 marks]
- (c) Business that innovates creates more efficient processes and has better productivity and performance. Describe the steps a business will take towards innovation. [10 marks]

QUESTION TWO

- (a) Tharaka Nithi County youth members are eager to start an enterprise with a view of processing and packaging raw milk into various products (value addition) through the county micro finance bank funding. The main setback is how to draft a business strategic

plan to seek for funding. As an expert in the area take them through the necessary processes. [10 marks]

- (b) Entrepreneurial development is full of choices and decisions making explain the merits and demerits as aspiring entrepreneur will consider in deciding to enter into a partnership. [10 marks]

QUESTION THREE

- (a) Identify and explain the various ways through which government can intervene and assist upcoming entrepreneurs to grow and sustain their enterprises. [10 marks]
- (b) Explain the rationale behind SWOT analysis as a way of scanning enterprise environment. [10 marks]

QUESTION FOUR

- (a) It is believed that not all business people are entrepreneurs. Argue in support of the above statement. [10 marks]
- (b) An entrepreneur is usually successful when he/she is skilled, excellent in management and leadership. Discuss some of technical skills towards business success. [10 marks]
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