

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF

BEEM 111: PRINCIPLES OF ENTREPRENEURSHIP

STREAMS:

TIME: 2 HOURS

DAY/DATE: MONDAY 29/03/2021

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

- **Question one is compulsory and any other two.**

QUESTION ONE

- (a) Tharaka Nithi youth members are eager to start a club with a view of identifying all the tourist attraction sites within the larger county and later seek funding from the county government to start ferrying tourist to these destination for a fee. The main setback is how to draft a strategic business plan to seek for funding. As an expert in the area take them through these processes. (10 marks)
- (b) John intends to start a small business specializing in computer games to cater for the youth, however a business consultant has advised him to be extra careful before implementing the idea if he expects to succeed in the new venture. Examine the reasons for caution from the consultant. (10 marks)
- (c) According to Joseph Alois Schumpeter (1934), entrepreneurship involves any form of innovation that has a bearing on the welfare of the firm. Explain forms of innovations according to Schumpeterian theory. (10 marks)

QUESTION TWO

- (a) Business that innovates creates more efficient processes and has better productivity and performance. Describe the steps a business will take towards innovation. (10 marks)
- (b) Highlight some of the economic contributions of entrepreneurship in Kenyan Economy. (10 marks)

QUESTION THREE

- (a) Identify FIVE factors to consider as an entrepreneur before accepting a credit from a financial institution. (10 marks)
- (b) Identify some of mistakes entrepreneurs commit which leads to failure of their enterprises. (10 marks)

QUESTION FOUR

- (a) Discuss some of the general entrepreneurship skills necessary for management of enterprises. (10 marks)
 - (b) Identify and explain the various ways through which an upcoming entrepreneur can protect his/her intellectual property and other innovations. (10 marks)
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