

CHUKA

UNIVERSITY



UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
COMMERCE**

BEEM 111: PRINCIPLES OF ENTREPRENEURSHIP

STREAMS: BCOM (Y2S1) (ODEL)

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 06/10/2021

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS

- **Answer question ONE and any other two questions**
 - **Do not write anything on the question paper**
1. a) While an entrepreneur is a person, entrepreneurship is a process and involves the activities the entrepreneurs perform. Define the term entrepreneur and highlight the activities involved in the entrepreneurship process. (12 marks)
b) Discuss factors likely to trigger Kenyan youth to consider entrepreneurship as opposed to seeking formal employment. (8 marks)
c) Discuss the role of entrepreneurship and small business ownership in the economic development of your country. (10 marks)
 2. a) Describe FIVE primary attributes associated with successful entrepreneurs. (10 marks)
b) Define the term innovation and show how it can be used to grow a business. (10 marks)
 3. a) Business planning is one of the entrepreneurial activity. Discuss the functions and the benefit of the activity to an entrepreneur before the starts of a new business. (10 marks)

b) Describe the role of entrepreneurs in their business and distinguish with those of managers. (10 marks)

4. Statistics indicate a very high percentage of small business failure. Discuss factors contributing to the failure rate and suggest practical solution to minimize the failure rate. (20 marks)

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