

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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