

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

FIRST YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR  
OF ENTREPRENEURSHIP AND ENTERPRISE MANAGEMENT

BEEM 111: ENTREPRENEURSHIP

STREAMS: BEEM/BCOM (Y1S1) ODEL

TIME: 2 HOURS

DAY/DATE: TUESDAY 20/7/2021

8.30 A.M. – 10.30 A.M.

**INSTRUCTIONS: Answer question ONE and any other TWO questions**

- Q1. (a) Discuss internal and external factors likely to trigger Kenyan youth into entrepreneurship [10 marks]
- (b) While an entrepreneur is a person, entrepreneurship is a process that involves the activities that the entrepreneurs perform in the entrepreneurial development. Discuss these activities in their order [10 marks]
- (c) David a friend of yours wants to start a business after college. Explain to David factors to consider in identifying and evaluating a viable business opportunity [10 marks]
- Q2. (a) Discuss the myth that entrepreneurs are born not made [10 marks]
- (b) Describe five primary attributes associated with successful entrepreneurs [10 marks]
- Q3. (a) Describe the role of entrepreneurs in their business and distinguish with those of the managers [10 marks]
- (b) Explain the main functions and benefits by developing a business plan by an entrepreneur before the start of a new business. [10 marks]
- Q4. Discuss factors contributing to small business failure in your county and provide practical suggestion on how the failure rate can be minimized. [20 marks]
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