

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

CHUKA/EMBU

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

BEEM 112: ENTERPRENEURSHIP DEVELOPMENT

STREAMS: BEEM

TIME: 2 HOURS

DAY/DATE: THURSDAY 25/03/2021

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

- *Question one is compulsory and any other*
- *Do not write on the question paper*

QUESTION ONE

(a) When team members trust each other, they devote a lot of time to avoiding conflict rather than airing their real opinions and working to find common ground. A state of perpetual ambiguity ensues, in which clear goals and strategies fail to emerge out of group discussion. Identify the importance of team building in a developing enterprise.

(10 marks)

(b) Making your business more profitable involves looking at ways to increase sales revenue as well as decreasing your costs and benchmarking your business to see where you can save money, identify and discuss some of the ways of increasing sales volume.

(10 marks)

(c) Many entrepreneurs don't have the space to start a business out of their homes, yet find renting space and setting up essential support function. In this case incubator can be a perfect solution. Discuss the importance of business incubators.

(10 marks)

QUESTION TWO

- (a) Discuss the common cited objectives of entrepreneurship education and training (10 marks)
- (b) Identify some of the constraints experienced by enterprises in soliciting funds for development (10 marks)

QUESTION THREE

- (a) Identify some of the government support which may facilitate growth of enterprises in Kenya. (10 marks)
- (b) Business is a living thing and it has to grow if it's going to survive. There are several common business growth strategies and some of them may present more risk than others. Discuss. (10 marks)

QUESTION FOUR

- (a) Discuss PESTEL model as way of screening an enterprise environment (10 marks)
 - (b) The main setback of most entrepreneurs is how to draft a business strategic plan to seek for development funds. As an expert in the area take them through the necessary processes. (10 marks)
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