

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ENTERPRISE
AND SMALL BUSINESS MANAGEMENT**

BEEM 325: MANAGEMENT OF ENTREPRENUARIAL VENTURES

STREAMS: BEEM Y3S2

TIME: 2 HOURS

DAY/DATE: MONDAY 05/07/2021

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

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

QUESTION ONE

- (a) Planning processes can lead to better productivity, higher accuracy, and faster turnaround for essential business tasks. The goal of planning as a process is to improve and streamline the business methods of a company. Outline the benefits of planning within an enterprise. (10 marks)
- (b) Learning to effectively manage a business is generally not a skill that happens overnight. Managing a business is a task that requires a person to not only have a great deal of knowledge about their specific industry but knowledge of general business practices and people skills as well. It is a learning process where the practice and approaches can change many times over the span of a career. Discuss the best principles in managing employees within an enterprise. (10 marks)
- (c) Identify general strategies which entrepreneurs applies to become more successful in managing their enterprises. (10 marks)

QUESTION TWO

- (a) Financial performance review can help you examine your business goals and plan effectively for improving the business. Outline the key areas to consider when carrying out a financial review of your business. (10 marks)

- (b) When starting a business, your first investor should be yourself, either with your own cash or with collateral on your assets. This proves to investors and bankers that you have a long-term commitment to your project and that you are ready to take risks. Discuss other external sources of finance to support your enterprise. (10 marks)

QUESTION THREE

- (a) Total quality management ensures that every single employee is working towards the improvement of work culture, processes, services, systems and so on to ensure long term success. Demonstrate the principles of total quality management. (10 marks)
- (b) Identify and discuss the characteristics of an entrepreneurial venture which makes them distinct from other businesses. (10 marks)

QUESTION FOUR

- (a) There are probable techniques that companies must use for executing a growth strategy. The technique used by a company to expand business is highly dependent upon it's prevailing conditions. Discuss common growth strategies marked in entrepreneurial ventures. (10 marks)
- (b) Discuss the relevance of studying the prevailing environment of an enterprise applying SWOT analysis. (10 marks)
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