

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF CERTIFICATE IN BUSINESS
MANAGEMENT**

CIBM 00112: PRINCIPLES OF ENTREPRENEURSHIP

STREAMS: CERT.

TIME: 2 HOURS

DAY/DATE: THURSDAY 23/09/2021

8.30 A.M – 10.30 A.M.

INSTRUCTIONS:

- **Answer question ONE and any other TWO.**

QUESTION ONE

- (a) Kamau a school dropout wants to start a business but has no knowledge of where to generate business ideas. As an entrepreneurship student explain to him some of the sources of business ideas. (10 marks)
- (b) Identify and explain the qualities of a good business plan. (10 marks)
- (c) Studies indicate that successful entrepreneurs exhibit certain personality attributes. Describe such five attributes. (10 marks)

QUESTION TWO

- (a) Discuss any five types of entrepreneurs. (10 marks)
- (b) By establishing the business entity, entrepreneurs invest their own resources and attract capital. In light of this statement discuss some of economic contributions by entrepreneurs to Kenya's economic growth. (10 marks)

QUESTION THREE

- (a) Identify some of ways by which an entrepreneur can use to motivate employees. (10 marks)

- (b) A business opportunity is an attractive idea that entrepreneurs accept as a basis for investment. Discuss five characteristics of a good business opportunity. (10 marks)

QUESTION FOUR

- (a) Identify some of the factor to consider before locating your enterprise. (10 marks)
- (b) Discuss any five characteristics of a successful entrepreneur. (10 marks)
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