

CHUKA



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CHUKA & EMBU

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

CIBM 00112/00211: PRINCIPLES OF ENTREPRENEURSHIP

STREAMS: CIBM, CPLM, CDEV

TIME: 2 HOURS

DAY/DATE: FRIDAY 09/7/2021

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

- **Answer question ONE (Compulsory) and any other TWO questions**
- **Do not write on the question paper**

QUESTION ONE

- (a) Entrepreneurs are said to have some traits that are different from other people who manage businesses. Describe five factors that differentiate entrepreneurs from managers [10 marks]
- (b) Explain the role of entrepreneurship in economic development of a country [10 marks]
- (c) A business plan is the entrepreneur's roadmap to success. Explain the importance of preparing a business plan. [10 marks]

QUESTION TWO

- (a) Discuss five major attributes or characteristics associated with successful entrepreneurs [10 marks]
- (b) Explain what is motivation and the motivation process [10 marks]

QUESTION THREE

- (a) Discuss five factors that influence entrepreneurial mobility [10 marks]
- (b) Discuss five characteristics of a good business opportunity [10 marks]

QUESTION FOUR

- (a) Ideas do not materialize from anywhere. They are sourced from different places and through different methods. Explain five methods of idea generation [10 marks]
- (b) Discuss the socio-cultural factors that affect entrepreneurial ventures. [10 marks]
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