

**CHUKA**



**UNIVERSITY**

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**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF TOURISM AND  
HOSPITALITY MANAGEMENT AND BACHELOR OF PURCHASING AND  
LOGISTICS MANAGEMENT**

**BCOM/BEEM 401: ENTREPRENEURSHIP**

**STREAMS:**

**TIME: 2 HOURS**

**DAY/DATE: THURSDAY 6/12/2018**

**11.30 A.M – 1.30 P.M**

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**INSTRUCTION:**

- **Answer question one and any other two questions**

**SECTION A: 30 marks answer all questions**

1. Describe five personality traits associated with successful entrepreneurs. [5 marks]

(b) Explain the myth “entrepreneurs are born not made” [5 marks]

(c) Describe the concept of innovation as viewed by Schumpeter (1934)

(d) Discuss the role of entrepreneurs in Kenya’s economic development. [15 marks]

2. (a) Briefly discuss the determinants of entrepreneurial behavior. [10 marks]

(b) Explain the effect of economic factors on entrepreneurial activities in Kenya.

[ 10  
marks]

3. Kiptarus , Awiti and Makena have just graduated from Chuka University and plans to start their own business. Briefly explain to them the process of starting a new enterprise.

[20  
marks]

4. A group of entrepreneurs in your county has invited you to assist them develop a business plan. Briefly describe the content of your presentation in the following sections of a business plan.

(a) Marketing section [10 marks]

(b) Organization and management section. [10 marks]

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