

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

FIRST YEAR EXAMINATION FOR THE AWARD OF DEGREE  
OF BACHELOR OF COMMERCE AND BACHELOR OF  
ENTREPRENEURSHIP AND ENTERPRISE MANAGEMENT

BEEM 111: PRINCIPLES OF ENTREPRENEURSHIP

STREAMS: BCOM/BEEM (ODEL)

TIME: 2 HOURS

DAY/DATE: FRIDAY 07/12/2018

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS: Answer question ONE and any other TWO questions

Q1. (a) Explain the term entrepreneur. How different is a person who first launches a new restaurant and a person who takes up a job as a manager of the restaurant [10 marks]

(b) Solomon has been working for reputable firm in the city and wants to leave and start his own firm. Advise Solomon on how he could recognize an attractive opportunity. Explain the market factors he could use to evaluate the opportunity.

[10 marks]

(c) Explain why an entrepreneur would require a business plan before the start of a new business. [10 marks]

Q2. (a) Discuss factors likely to trigger Kenyan youth to consider entrepreneurship as opposed to seeking formal employment [10 marks]

(b) Describe five major attributes associated with successful entrepreneurs [10 marks]

Q3. (a) Discuss any two myths associated with entrepreneurs and give your opinion [10 marks]

(b) Describe the activities involved in the entrepreneurship process [10 marks]

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Q4. Recent research indicates a high rate of small business failure. Discuss factors likely to contribute to the failure and suggest how the failure rate can be minimized [20 marks]

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