

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR
OF ENTREPRENEURSHIP & ENTERPRISE MANAGEMENT/BACHELOR
OF COMMERCE

BEEM 111: PRINCIPLES OF ENTREPRENEURSHIP

STREAMS: BEEM/BCOM

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) Distinguish the terms social entrepreneur and a commercial entrepreneur [10 marks]

(b) Entrepreneurs have been described as agents of change who contribute to industrial growth and economic development. Discuss the activities of entrepreneurs that contribute to industrial growth and economic development.

[12 marks]
(c) Describe four key attributes of successful entrepreneurs [8 marks]

Q2. (a) After weeks of scanning the environment, John has come up with what he considers to be a viable business idea. He is eager to implement his idea but a friend of his has cautioned him to analyze and evaluate the idea to ensure it is attractive and sustainable. Advise John on factors that he can use to evaluate his idea

[10 marks]

BEEM 111

(b) How different is an entrepreneur who starts a new restaurant and a person who takes up a job as a manager of the restaurant [10 marks]

Q3. (a) Discuss the activities carried out in the entrepreneurial development process in the order in which they are carried [10 marks]

(b) Explain with examples how innovation has contributed to growth of small businesses in Kenya. [10 marks]

Q4. Discuss factors that may contribute to small business failure and provide suggestions on how the failure rate can be minimized [20 marks]
