

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**CHUKA & THARAKA CAMPUS**

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

**CIBM 00112: PRINCIPLES OF ENTREPRENEURSHIP**

**STREAMS: CIBM**

**TIME: 2 HOURS**

**DAY/DATE: FRIDAY 09/08/2019**

**2.30 PM – 4.30 PM**

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**INSTRUCTIONS:**

- **Answer Question One and any other Two Questions**
- **Question One carries 30 marks and the rest 20 marks each**
- **Do not anything on the question paper**

**Question One**

- (a) Define the term entrepreneur and explain steps involved in the entrepreneurship process. [12 marks]
- (b) Discuss the internal and external entrepreneurial motivating factors. [10 marks]
- (c) Joseph Schumpeter said that entrepreneurship is all about innovation. Describe different ways innovation can be applied in a business. [8 marks]

**Question Two**

- (a) Explain entrepreneurial mobility and the factors that affect entrepreneur's mobility. [10 marks]
- (b) Discuss five importance of a business plan. [5 marks]
- (c) Explain the content of the marketing section of a business plan. [5 marks]

**Question Three**

- (a) Describe five factors that entrepreneurs can use to evaluate an attractive business opportunity. [10 marks]
- (b) Explain different ways in which entrepreneurs contribute to economic development of the country. [10 marks]

**Question Four**

Discuss the factors that contribute to small business failure and provide solutions to minimize the failure rate. [20 marks]

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