

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

CHUKA, EMBU & IGEMBE

**EXAMINATION FOR THE AWARD OF
CERTIFICATE IN BUSINESS MANAGEMENT AND PROCUREMENT AND
LOGISTICS MANAGEMENT**

CIBM 00112: PRINCIPLES OF ENTREPRENEURSHIP

STREAMS: CPLM YIS2

TIME: 2 HOURS

DAY/DATE: TUESDAY 03/12/2019

8.30 AM – 10.30 AM

INSTRUCTIONS:

Answer Question One and any other Two Questions

Question One

- (a) Define the following terms in entrepreneurship;
- | | |
|----------------------------------|-----------|
| (i) Intrapreneurship | [2 marks] |
| (ii) Innovation | [2 marks] |
| (iii) Entrepreneurial competence | [2 marks] |
| (iv) Incubation | [2 marks] |
- (b) Explain factors that may influence an entrepreneur to move from one place to another for the purpose of business function. [10 marks]
- (c) Discuss the role of entrepreneurship in economic development of a country. [2 marks]

Question Two

- (a) Mary is a business owner in Ndagani market where most of the businesses in her vicinity are owned by men. Discuss the challenges she may be facing as a lady in her business operation. [10 marks]
- (b) Discuss the components of a business plan. [10 marks]

Question Three

- (a) Explain why entrepreneurs evaluate business opportunities before venturing into one. [8 marks]
- (b) Describe 3 methods of generating business ideas. [6 marks]
- (c) Discuss the political environment and how it influences an entrepreneur's business operations. [6 marks]

Question Four

- (i) Discuss the factors that limit the growth of entrepreneurship in Kenya. [10 marks]
 - (ii) Explain various types of entrepreneurs we have in Kenya. Give examples in each of your answer. [10 marks]
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