

CHUKA

UNIVERSITY



UNIVERSITY EXAMINATIONS

THARAKA UNIVERSITY COLLEGE

EXAMINATION FOR THE AWARD OF CERTIFICATE IN COMMUNITY
DEVELOPMENT

CIBM 00211: PRINCIPLES OF ENTREPRENEURSHIP

STREAMS: CIBM

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 11/12/2019

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS: Answer question ONE (Compulsory) and any other three questions

QUESTIONONE (25 MARKS)

Mr. Alex is the owner manager of Tinga Tinga meat supply in Siaya town. Mr. Alex comes from a family of butchers. His great grandfather was a prominent butcher man in Kisumu with a large herd of cattle. Recently, Mr. Alex was interviewed on the secrets of his business success. Mr. Alex does not have formal education yet he has managed to employ even graduates to assist him in record keeping and marketing.

- (a) Explain the factors underlying Alex's entrepreneurial characteristics which could be attributed to his business success. [10 marks]
- (b) Discuss business problems Alex could have encountered in running his business. [10 marks]
- (c) Outline roles of Alex's venture in economic development [5 marks]

QUESTION TWO (15 MARKS)

- (a) Discuss with Humphrey, the young entrepreneur the reasons for formulating a business plan. [7 marks]
- (b) Explain the following types of entrepreneurs
- (i) Adoptive
 - (ii) Aggressive
 - (iii) Drone
 - (iv) Fablan [8 marks]

QUESTION THREE (15 MARKS)

- (a) The millennium development goals emphasize on women empowerment. Outline how women entrepreneurs can be supported. [5 marks]
- (b) Highlight the process of new venture creation [10 marks]

QUESTION FOUR (15 MARKS)

- (a) State five functions of a successful entrepreneur [5 marks]
- (b) Explain key elements of a business plan which can make entrepreneurs succeed in their endeavors [10 marks]

QUESTION FIVE (15 MARKS)

- (a) Explain five myths which are associated with entrepreneurship [5 marks]
- (b) Discuss the major phases of entrepreneurship evolution [10 marks]
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