

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**CHUKA AND EMBU CAMPUSES**

**EXAMINATION FOR THE AWARD OF DIPLOMA IN LOGISTICS, DIPLOMA IN ACCOUNTANCY, DIPLOMA IN BUSINESS MANAGEMENT**

**DIBM 0216: PRINCIPLES OF ENTREPRENEURSHIP**

**STREAMS: Y2S1**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 06/08/2019**

**8.30 A.M. – 10.30 A.M.**

---

**INSTRUCTIONS:**

- **Answer question one and any other two. Don't write anything on the question paper.**

**QUESTION ONE: COMPULSORY**

- (a) Discuss the role and contributions of entrepreneurship in Kenyan economy. (10 marks)
- (b) Elucidate any five myths associated with entrepreneurship. (10 marks)
- (c) Highlight the strategies the Kenya government has put in place for the growth and development of entrepreneurship. (10 marks)

**QUESTION TWO**

- (a) Explain the motivating factors for entrepreneurship to start a new business. (10 marks)
- (b) Set out any five characteristics of an entrepreneur and show the factors that influence entrepreneurial mobility. (10 marks)

**QUESTION THREE**

- (a) Describe the content of the marketing section of a business plan. (10 marks)
- (b) Explain the advantages and disadvantages of partnership business. (10 marks)

**QUESTION FOUR**

- (a) Explain the challenges facing women entrepreneurs. (10 marks)
- (b) Highlight the purpose of a business plan to an entrepreneur and set out the reasons why some business plans fail. (10 marks)
-