

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DIPLOMA BUSINESS MANAGEMENT,  
DIPLOMA IN PROCUREMENT AND LOGISTICS MANAGEMENT & DIPLOMA IN  
TOURISM AND HOTEL MANAGEMENT

DIBM 0216/DTHM 0203: PRINCIPLES OF ENTREPRENEURSHIP

STREAMS: DIBM Y2S1

TIME: 2 HOURS

DAY/DATE: FRIDAY 8/12/2017

2.30 P.M - 4.30 P.M.

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**INSTRUCTIONS:**

- Answer Question ONE (Compulsory) and any other TWO questions.

**QUESTION ONE**

- (a) Entrepreneurship in Kenya has not been truly embraced. Most of the citizens shy away from entrepreneurship. As an entrepreneurship student, discuss the following;
- (i) Reasons as to why entrepreneurship is not embraced. [6 Marks]
  - (ii) Describe any 4 solutions to the above mentioned problem. [8 Marks]
- (b) Describe any 4 reasons why an entrepreneur would change from one type of business to another. [4 Marks]
- (c) Explain the role of entrepreneurship and small business in realizing Kenya's millennium development goals. [10 Marks]
- (d) Distinguish the term entrepreneur and intrapreneur. [2 Marks]

**QUESTION TWO**

- (a) Discuss the innate characteristics of an entrepreneur that would cause him to conduct his business successfully. [8 Marks]
- (b) Using any theoretical views, describe the urge for an entrepreneur to run his business successfully. [12 Marks]

**QUESTION THREE**

- (a) Describe the different types of entrepreneurs. [6 Marks]
- (b) Describe the activities involved in starting an enterprise. [10 Marks]
- (c) Define competencies and describe any 3 entrepreneurial competencies. [4 Marks]

**QUESTION FOUR**

- Describe some of the factors to consider before starting an enterprise. [6 Marks]
- Highlight some of the functions of entrepreneurs. [4 Marks]
- Explain the importance of preparing a business plan. [10 Marks]

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