

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**FOURTH YEAR EXAMINATION FOR THE AWARD OF DEGREE
OF BACHELOR OF COMMERCE, BACHELOR OF PURCHASING AND SUPPLIES
MANAGEMENT AND TOURISM AND HOTEL MANAGEMENT**

BCOM 401/BBAM: ENTREPRENEURSHIP

STREAMS: BCOM/BBAM/BTHM (Y4S1)

TIME: 2 HOURS

DAY/DATE: TUESDAY 05/12/2017

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

- Q1. (a) Explain clearly the concept of an entrepreneur and entrepreneurs as a concept of agents of change and as a force of creative destruction as described by Carlmenger and Joseph Schumpeter and respectively. [10 marks]
- (b) “Business managers are not necessarily entrepreneurs and entrepreneurs are not necessarily managers”. Discuss this statement and explain the role each plays in the business. [10 marks]
- (c) Discuss the myth that entrepreneurs are born and not made. [4 marks]
- (d) Studies indicate that successful entrepreneurs exhibit certain personality attributes. Describe such attributes. [6 marks]
- Q2. (a) Discuss factors that are likely to trigger, Kenyan youth learning in universities and college to consider entrepreneurship as opposed to seeking formal employment. [10 marks]
- (b) Describe five factors to consider before starting a business. [10 marks]
- Q3. (a) John a student has come to you since he is in a dilemma on where he can find a businessidea. Discuss the various sources of business idea. [10 marks]
- (b) Discuss the entrepreneurial development process. [10 marks]

BCOM 401

Q4. Assume you have been invited as a speaker at a conference in your county to speak on the state of entrepreneurship and small business ownership in the county. You have been asked to give a talk on “Stimulating growth of SMEs and Entrepreneurship in the county”. Discuss the highlights of your speech including the importance of the sector in the society and the economy and explain the challenges facing SMEs.[20 marks]
