

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE
OF ENTREPRENEURSHIP & ENTERPRISE MANAGEMENT/BACHELOR
OF COMMERCE

BEEM 111: PRINCIPLES OF ENTREPRENEURSHIP

STREAMS: BEEM/BCOM (Y1S1/Y2S1)

TIME: 2 HOURS

DAY/DATE: TUESDAY 05/12/2017

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

- Q1. (a) In reference to the evolution of entrepreneurship, explain the term entrepreneur and its origin. [8 marks]
- (b) Describe what is involved in the entrepreneurship process. [12 marks]
- (c) Discuss factors that inhibit the growth of entrepreneurship and small business ownership in Kenya. [10 marks]
- Q2. (a) Describe the tasks of entrepreneurs in their business and distinguish with those of managers. [12 marks]
- (b) Studies indicate that successful entrepreneurs exhibit certain personality attributes. Describe such four attributes. [8 marks]
- Q3. (a) Museng'ya a school dropout wants to start a business but has no knowledge of where to generate business ideas. As an entrepreneurship student explain to him ways of identifying a business opportunity. [8 marks]
- (b) Discuss factors contributing to high failure rate among small businesses and suggest ways of minimizing the failure rate. [12 marks]
- Q4. (a) Explain why a person would choose to start a business as opposed to seeking formal employment. [6 marks]
- (b) Discuss the role of entrepreneurs in the society and economic development. [10 marks]
- (c) Distinguish the term craft entrepreneur and social entrepreneur. [4 marks]