

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**FOURTH YEAR EXAMINATION FOR THE AWARD OF DEGREE
OF ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT**

BENS 421: MANAGEMENT OF ENTREPRENEURIAL VENTURES

STREAMS: BENS

TIME: 2 HOURS

DAY/DATE: TUESDAY 05/12/2017

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

QUESTION ONE

- (a) Briefly explain five characteristics of entrepreneurial ventures. [5 marks]
- (b) Briefly discuss the challenges faced by entrepreneurial ventures at the growth stage. [7 marks]
- (c) Explain the challenges that are experienced in management of partnerships. [8 marks]
- (d) Briefly explain the major contribution of entrepreneurial ventures to economic growth. [10 marks]

QUESTION TWO

- (a) As an entrepreneurship expert, you have been requested by a group of entrepreneurs in your county to assist them to develop new enterprises. Prepare your presentation by briefly explain the enterprise development process. [15 marks]
- (b) Explain five advantages of starting a new business. [5 marks]

QUESTION THREE

Managers of entrepreneurial ventures face many challenges in the life cycle of an enterprise. By use of practical examples explain the major challenges face in relation to the following functions:

- (a) Marketing management [10 marks]
- (b) Human Resource Management [10 marks]

QUESTION FOUR

By use of practical examples, discuss the influence of macroeconomic factors on management of entrepreneurial ventures in Kenya. [20 marks]

QUESTION FIVE

Effective management of entrepreneurial ventures require development of sound business plans. Discuss the components of the following section of a business plan.

- (a) Financial plan [10 marks]
 - (b) Marketing plan [10 marks]
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