

CHUKA



UNIVERSITY

RESIT/ SPECIAL EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT**

BEEM 111: PRINCIPLES OF ENTREPRENEURSHIP

STREAMS:

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 25/07/2018

8.30 AM – 10.30 AM

INSTRUCTIONS:

ANSWER ANY FOUR QUESTIONS

1. (a) Define the term entrepreneur and distinguish with a business person. [10 marks]
- (b) Discuss internal and external motivating factors that can trigger someone to wish to desire to be an entrepreneur. [10 marks]
- (c) Describe five ways in which entrepreneurs can generate new business ideas. [5 marks]
2. (a) Discuss the role of entrepreneurs in the social and economic development of your country. [15 marks]
- (b) Describe five attributes associated with successful entrepreneurs. [10 marks]
3. (a) Describe the activities carried out by entrepreneurs in the entrepreneurial development process. [15 marks]
- (b) Discuss the statement that “entrepreneurs are born and not made”. [10 marks]
4. (a) Discuss five ways in which entrepreneurs can use to evaluate a business opportunity before the start of a new business. [10 marks]

- (b) Define the term innovation and show how entrepreneurs can grow their business using innovation. [10 marks]
- (c) Discuss the benefits and drawbacks of self-employment. [5 marks]
5. Discuss factors contributing to small business failure and provide suggestions to minimize the failure rate. [25 marks]
-