

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF BACHELOR OF COMMERCE

BEEM 111: PRINCIPLES OF ENTREPRENEURSHIP

STREAMS:BCOM

TIME: 2 HOURS

DAY/DATE: TUESDAY 17/04/2018

11.30 A.M – 1.30 P.M

INSTRUCTION:

- **Answer question one and any other two questions**
 - **Do not write on the question paper**
1. (a) Over the years many myths about entrepreneurship have arisen. State any four myths and provide an explanation to dispel them. [8marks]
(b) Distinguish between creativity and innovation and their importance in entrepreneurship development. [7marks]
(c) Explain the major characteristics of successful entrepreneurs. [5marks]
(d) Explain some of the factors that influence entrepreneurship in Kenya. [10marks]
 2. (a) Why should entrepreneurs evaluate their business ideas before implementation. [5marks]
(b) Briefly explain a new enterprise development process. [15marks]
 3. By use of appropriate examples, discuss the contribution of entrepreneurship to Kenya's economic growth. [20marks]
 4. Discuss the effect of political, economic and technological factors on enterprise growth in Kenya. [20marks]
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