

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**FIRST YEAR EXAMINATION FOR THE AWARD OF DEGREE
OF BACHELOR OF ENTREPRENEURSHIP MANAGEMENT**

BEEM 112: ENTREPRENEURSHIP DEVELOPMENT

STREAMS: BEEM

TIME: 2 HOURS

DAY/DATE: MONDAY 16/4/2018

8.30 A.M. – 10.30 A.M.

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO

QUESTION ONE (30 MARKS)

- (a) The entrepreneurship has been recognized as a major contributor to the social-economic development of a country. Explain. [8 marks]
- (b) Highlight five sources of finances for an enterprise which is in the growth stage stating how finances are utilised. [5 marks]
- (c) Explain the reasons for high rate of small businesses failure at early stages and especially in Micro, small and medium enterprises (MSMEs). [7 marks]
- (d) The term incubator literally means climate controlled environment that support in the early development within enterprises. Discuss the importance of business incubators. [10 marks]

QUESTION TWO (20 MARKS)

- (a) Identify and explain the various ways through which government can intervene and assist upcoming entrepreneurs to grow and sustain their enterprises. [10 marks]
- (b) Explain the rationale behind SWOT analysis as a way of scanning enterprise environment. [10 marks]

QUESTION THREE

- (a) Business that innovates creates more efficient processes and has better productivity and performance. Describe the steps that a business will take towards innovation. [10 marks]

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- (b) Many businessmen think that they can easily know how their businesses are doing by keeping all the facts in their head. Show the importance of maintaining books and records within a business. [10 marks]

QUESTION FOUR (20 MARKS)

- (a) Describe any five characteristics of a good business plan. [10 marks]
- (b) An entrepreneur is usually successful when he/she is skilled, excellent in management and leadership. Discuss some of entrepreneurial management skills towards business success. [10 marks]

QUESTION FIVE (20 MARKS)

The informal aspect of entrepreneurship education focuses on skills building, and attributes development, whereas entrepreneurship education combines and integrates with formal aspects of education. Distinguish between entrepreneurial training and education. [20 marks]
