

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
ENTREPRENEURSHIP AND ENTERPRISE MANAGEMENT

BEEM 325: MANAGEMENT OF ENTREPRENEURIAL VENTURES

STREAMS: BEEM

TIME: 2 HOURS

DAY/DATE: MONDAY 9/04/2018

11.30 A.M - 1.30 P.M.

INSTRUCTIONS:

- Answer ALL Questions in Section A and any TWO Questions in Section B
- Do not write anything in the question paper

QUESTION ONE

As an expert in entrepreneurship, you have been invited by your County Government to address the business community on the following entrepreneurship aspects;

- (a) Describe the entrepreneurship ventures and their characteristics. [10 Marks]
- (b) Explain the benefits of creating a new venture. [5 Marks]
- (c) Discuss the characteristics and challenges faced by small and micro enterprise during their growth stage. [10 Marks]
- (d) Why is it critical for entrepreneurial firm to develop business plan? [5 Marks]

QUESTION TWO

- (a) Explain the new venture development process. [14 Marks]
- (b) Describe the challenges that entrepreneur face in mobilizing financial resources for a new venture. [6 Marks]

QUESTION THREE

A business plan is an important tool for entrepreneurial ventures. Discuss the contents of the following sections of a business plan;

- (i) Marketing plan [10 Marks]
- (ii) Financial plan [10 Marks]

QUESTION FOUR

(a) Under what circumstances can a private company be dissolved? [6 Marks]

(b) Explain the various human resource challenges experienced by entrepreneurial firms. [6 Marks]

(c) Describe some of the characteristics of entrepreneurial ventures that adopt total quality management. [8 Marks]

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