

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

RESIT/SPECIAL EXAMINATION

**FOURTH YEAR EXAMINATIONS FOR THE AWARD OF BACHELOR OF ARTS
DEGREE IN PSYCHOLOGY**

ECON 414: ENTREPRENEURSHIP ECONOMICS

STREAMS:

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 12/09/2018

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

- **ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS.**

QUESTION ONE (30 MARKS)

- (a) Outline the differences between an entrepreneur and a manager. (10 marks)
- (b) The process of entrepreneurship and managing of the business involves six distinct phases. Discuss these phases and show the relationship between entrepreneurship and management. (15 marks)
- (c) Critically explore the psychologist's view of entrepreneurship. (5 marks)

QUESTION TWO (20 MARKS)

- (a) Highlight the condition necessary for entrepreneurship to take place. (10 marks)
- (b) Discuss the measures of performance of entrepreneurial activities. (10 marks)

QUESTION THREE (20 MARKS)

- (a) What is the importance of a business plan? (15 marks)
- (b) Discuss the various components of a business plan. (10 marks)

- (c) Outline 5 sources of finance for a business. (5marks)

QUESTION FOUR (20 MARKS)

Discuss the forms of business ownership highlight the advantages and disadvantages in each case. (20 marks)
