

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS
RESIT/SPECIAL EXAMINATIONS**

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF

PECO 231: ENTREPRENEURSHIP DEVELOPMENT

STREAMS:

TIME: 2 HOURS

DAY/DATE: TUESDAY 24/07/2018

2.30 P.M – 4.30 P.M

INSTRUCTION:

- **Answer any four questions**

1. (a) Define the term entrepreneurship and describe the activities entrepreneurs perform in the entrepreneurship process. [15marks]
(b) Discuss the benefits and drawbacks of being an entrepreneur and owner of a small business. [10marks]
2. Define the terms.
 - (i) Social entrepreneur [3marks]
 - (ii) Technopreneur [3marks]
 - (iii) Intrapreneur [3marks]
 - (iv) Innovation [3marks](b) Describe any four attributes associated with successful entrepreneurs. [8marks]
3. (a) Discuss the role of entrepreneurs in the social and economic development of your country. [15marks]
(b) Mutuma is an entrepreneur who recently started a new restaurant in chuka town and employed karani as the manager of the restaurant . Clearly distinguish their roles in the business. [10marks]

4. (a) Discuss factors that may contribute to small business failure and provide suggestions to minimize the failure rate. [20marks]
- (b) Discuss any entrepreneur myth and give your opinion. [5marks]
5. (a) Explain how entrepreneurs can identify and evaluate an attractive business opportunity. [15marks]
- (b) Discuss internal and external factors that can motivate someone to desire to be an entrepreneur. [10marks]
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