

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EMBU CAMPUS

EXAMINATION FOR THE AWARD OF DIPLOMA IN EDUCATION (PRIMARY OPTION)

PECO 0262: ENTREPRENEURSHIP DEVELOPMENT

STREAMS: SB LIIBI

TIME: 2 HOURS

DAY/DATE: THURSDAY 12/04/2018

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- **Answer question ONE and any other TWO questions.**

Question one

- (a) Highlight the strategies that county governments can implement to promote entrepreneurship activities. (8 marks)
- (b) Explain the role of entrepreneurship in an economy. (8 marks)
- (c) Discuss the challenges facing small and medium sized enterprises (SMEs) in Kenya. (6 marks)
- (d) Explain the sources of finance for a new business venture. (8 marks)

Question two

You have recently generated a business idea in poultry farming and intend to seek startup capital from the youth fund. Develop a business plan that can win funding for your business. (20 marks)

Question three

- (a) Identify and discuss the factors that entrepreneurs should consider in selecting the best form of business ownership. (10 marks)
- (b) Discuss five common forms of business ownership in Kenya. (10 marks)

Question four

You have been appointed as the business development manager of Riziki Company Ltd, a processing company dealing in soft drink products. Advise the company manager on the below entrepreneurship issues:

- (a) The importance of carrying out marketing activities for the firm. (6 marks)
 - (b) The reason for understanding the business environment. (6 marks)
 - (c) Any eight characteristics of an entrepreneur to be instituted by the firm for success. (8 marks)
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