

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF CERTIFICATE IN BUSINESS MANAGEMENT

CIBM 00211: PRINCIPLES OF ENTREPRENEURSHIP

STREAMS: COMDEV

TIME: 2 HOURS

DAY/DATE: MONDAY 6/08/2018

11.30 A.M - 1.30 A.M.

INSTRUCTIONS:

- Answer Question ONE and any other TWO Questions.

QUESTION ONE

- (a) Discuss any two entrepreneurship theories identifying their relevance. [5 Marks]
- (b) Identify reasons as to why individuals choose to become entrepreneurs. [5 Marks]
- (c) Discuss the distinct characteristics of entrepreneurs which differentiate them from other business people. [10 Marks]
- (d) Identify the importance of screening business ideas before implementation. [10 Marks]

QUESTION TWO

- (a) Outline the sources of finances available for an entrepreneur during a start-up. [10 Marks]
- (b) Advise an entrepreneur on the importance of preparing a Business Plan. [10 Marks]

QUESTION THREE

- (a) Identify the role of an entrepreneur in economic development. [10 Marks]
- (b) Discuss the sources from where entrepreneurs generate business ideas. [10 Marks]

QUESTION FOUR

- (a) Identify and briefly discuss any five types of entrepreneurs. [10 Marks]
- (b) Discuss any five ways in which an entrepreneur can use to motivate employees. [10 Marks]

QUESTION FIVE

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Entrepreneurship is known to be full of opportunities and challenges in each and every process. Identify and discuss entrepreneurial business management skills necessary for the business success. [20 Marks]

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