

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS  
CHUKA/THARAKA/EMBU**

**EXAMINATION FOR THE AWARD DIPLOMA IN BUSINESS MANAGEMENT**

**DIBM 0211/0216: PRINCIPLES OF ENTREPRENEURSHIP**

**STREAMS: COMDEV , PUB ADM, PROC**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 17/04/2018**

**11.30 A.M – 1.30 P.M**

**INSTRUCTION:**

- **Answer question one and any other two questions**
1. (a) As an entrepreneur identify five common characteristics of a good business idea. [5marks]
  - (b) Analyze the factors that influence locational mobility of entrepreneurs. [5marks]
  - (c) Identify and explain the qualities of a good business plan. [10marks]
  - (d) Discuss any five characteristics of a successful entrepreneur. [10marks]
  2. (a) Identify various sources of finance that can be used by an entrepreneur during start up stage. [10marks]
  - (b) Identify mistakes that entrepreneurs commit which lead to failure of their enterprises. [10marks]
  3. (a) Identify and discuss any five common types of entrepreneurs. [10marks]
  - (b) Explain the roles of entrepreneurs in economic development. [10marks]
  4. (a) Identify the motivation theories that entrepreneurs can use to motivate employees. [10marks]
  - (b) Discuss some of the causes of slow growth of entrepreneurship in Kenya. [10marks]

5. (a) Outline some of the important details which are necessary when making a business plan. [10marks]
- (b) Explain the difference between a manager and an entrepreneur. [10marks]
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