

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DIPLOMA IN LEADERSHIP AND PUBLIC ADMINISTRATION

LAPA 0216: PRINCIPLES OF ENTREPRENEURSHIP

STREAMS: DIP (LAPA)

TIME: 2 HOURS

DAY/DATE: FRIDAY 17/04/2020

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

QUESTION ONE

- (a) Define the following terms: (10 marks)
- (i) Entrepreneurship
 - (ii) Business environment
 - (iii) Return on investments
 - (iv) Cooperatives
 - (v) Opportunistic
- (b) Distinguish between equity and debt financing. (5 marks)
- (c) Explain the role of entrepreneurship in the economy. (7 marks)
- (d) Identify three sources of finance available to an entrepreneur. (3 marks)
- (e) Outline the methods an entrepreneur can use to promote his business in the market place. (5 marks)

QUESTION TWO

- (a) Describe the stages in the entrepreneurship process. (10 marks)
- (b) Explain the characteristics of a good business opportunity. (10 marks)

QUESTION THREE

- (a) Discuss the factors to consider when choosing a source of finance. (10 marks)
- (b) Explain the social economic benefit of entrepreneurship. (10 marks)

QUESTION FOUR

- (a) Discuss the main characteristics of an entrepreneur. (10 marks)
- (b) Explain the importance of business planning. (10 marks)

QUESTION FIVE

- (a) Explain the following terminologies as used in entrepreneurship. (12 marks)
 - (i) Business opportunity
 - (ii) Innovativeness
 - (iii) Sole proprietorship
 - (iv) Business finance
 - (v) Business ethics
 - (vi) Partnership
 - (b) Explain the four Ps of the marketing mix. (8 marks)
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