

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

FIRST YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR
OF ENTREPRENEURSHIP AND ENTERPRISE MANAGEMENT

BEEM 112: ENTREPRENEURSHIP DEVELOPMENT

STREAMS: BEEM

TIME: 2 HOURS

DAY/DATE: TUESDAY 11/04/2023

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

- Answer question ONE (Compulsory) and any other TWO
- Do not write on the question paper

QUESTION ONE

- (a) The process of creating a new venture can be tedious but it is essential to consider all the steps required. Discuss all the steps in entrepreneurial development process. [10 marks]
- (b) Entrepreneurship has been recognized as a major contributor to the social economic development of a country. Explain [10 marks]
- (c) Many entrepreneurs don't have the space to start a business out of their homes, yet find renting space and setting up essential support function. In this case incubator can be a perfect solution. Discuss the importance of business incubators. [10 marks]

QUESTION TWO

- (a) Discuss the major advantages and disadvantages of using debt capital in comparison to equity capital. [10 marks]
- (b) Identify some of the constraints experienced by enterprises in soliciting funds for development. [10 marks]

QUESTION THREE

- (a) Identify some of the government support which may facilitate growth of enterprises in Kenya. [10 marks]
- (b) Motivation to start an entrepreneurial venture can emanate from internal or external factors. Discuss some of the key internal and external motivational factors that can influence one to become an entrepreneur. [10 marks]

QUESTION FOUR

- (a) Discuss PESTEL model as way of screening an enterprise environment. [10 marks]
 - (b) The main setback of most entrepreneurs is how to draft a strategic business plan to seek for development funds. As an expert in the area take them through the necessary sections of a business plan. [10 marks]
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