

CHUKA UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF CERTIFICATE IN BUSINESS MANAGEMENT, CERTIFICATE IN PROCUREMENT AND LOGISTICS MANAGEMENT & CERTIFICATE IN COMMUNITY DEVELOPMENT

CIBM 00112: PRINCIPLES OF ENTREPRENEURSHIP

STREAMS: CIBM, CPLM, CDEV

TIME: 2 HOURS

INSTRUCTIONS:

Answer Question ONE (Compulsory) and any other TWO questions

QUESTION ONE

- a) Discuss five characteristics that differentiate an entrepreneur from any other business owner. (10 marks)
- b) Entrepreneurs have to plan for their business. They therefore require a business plan. Explain the importance of a business plan to an entrepreneur. (10 marks)
- c) Explain the role of entrepreneurs in economic development of a country
[10 Marks]

QUESTION TWO

- a) Define the term motivation and systematically explain the motivation process. (12 marks)
- b) Explain five factors that entrepreneurs can use to evaluate an attractive business opportunity (8 marks)

QUESTION THREE

- a) Describe the different types of entrepreneurs. [6 Marks]
- b) Discuss what is entrepreneurial mobility and highlight 7 reasons why entrepreneurs move from one place to another. [14 Marks]

QUESTION FOUR

- a) Highlight 5 sources of business ideas (5 marks)

b) Explain the role of entrepreneurs in economic development of a country

[10 Marks]

c) Define entrepreneurial competence and describe any 3 components of entrepreneurial competency. (5 Marks)