

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS
CHUKA AND EMBU CAMPUS
EXAMINATION FOR THE AWARD OF DIPLOMA IN BUSINESS MANAGEMENT AND
DIPLOMA IN LEADERSHIP AND PUBLIC ADMINISTRATION**

DIBM 0211/0216: PRINCIPLES OF ENTREPRENEURSHIP

STREAMS: DIBM Y2S1, LAPA Y2S1

TIME:2 HOURS

DAY/DATE: FRIDAY 20/12/2024

8.30 A.M. –10.30 A.M.

INSTRUCTIONS: Answer question one and any other two questions

QUESTION ONE

- a) Business growth necessitates the need for proper management. Entrepreneurs are keen on recognizing this and therefore engage the services of professionals in managing their businesses as they grow. Discuss the differences between an entrepreneur and the manager. (10marks)
- b) Entrepreneurship has been recognized as a major driver of economic development and this has caught the attention of the government. Identify and explain the various ways through which government can intervene and assist upcoming entrepreneurs to grow and sustain their enterprises (10 marks)
- c) Identify some of ways by which an entrepreneur can use to motivate employees (10 marks)

QUESTION TWO

- a) Describe the socio-cultural parameters which may influence business operations (10 marks)
- b) Discuss some of the economic contributions of entrepreneurship in Kenyan Economy.
(10 marks)

QUESTION THREE

- (a) Discuss any FIVE contents of a business plan (10 marks)
- (b) Identify and discuss the distinguishing characteristics of an entrepreneur (10 marks)

QUESTION FOUR

- (a) Entrepreneurs can be of different types. Some may prefer to go alone or share risks in groups. They are found in different economic activity social and cultural set-ups. Identify and discuss types of entrepreneurs. (10 marks)
- (b) Discuss some of the methods of coming up with business ideas a person can choose from for a start-up. (10 marks)
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