

CHUKA

UNIVERSITY



UNIVERSITY EXAMINATIONS

CHUKA/EMBU/NAIROBI CAMPUS

**EXAMINATION FOR THE AWARD OF DIPLOMA IN BUSINESS MANAGEMENT,
PROCUREMENT AND LOGISTICS MANAGEMENT, ACCOUNTING, LEADERSHIP
AND PUBLIC ADMINISTRATION, COMMUNITY DEVELOPMENT AND
AGRICULTURE**

DIBM 0216/0211: PRINCIPLES OF ENTREPRENEURSHIP

STREAMS: DIP

TIME: 2 HOURS

DAY/DATE: TUESDAY 12/08/2025

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- Answer question ONE and any other TWO questions
- Do not write on the question paper

Question one

- a) Differentiate between;
- Entrepreneur and intrapreneur (3 marks)
 - Fabian and drone entrepreneurs (2 marks)
 - Entrepreneurial skills and entrepreneurial knowledge (2 marks)
 - Discovery and invention (3 marks)
- b) Generation of ideas is the initial step in the entrepreneurial development process. Discuss methods of idea generation (10 marks)
- c) Explain the internal and external factors that motivate individuals to start become entrepreneurs (10 marks)

Question two

- a) Failure to plan is planning to fail. Discuss the components of a business plan and the importance of preparing a business plan (15 marks)
- b) Cite five factors one needs to consider before settling down on the best business location (5 marks)

Question three

- a) Culture is the distinctive way of living. Social and cultural factors can influence how entrepreneurs conduct businesses and how they cope. Discuss some of these sociocultural parameters (10 marks)
- b) Discuss how entrepreneurs contribute to economic development (10 marks)

Question four

- a) Discuss the creativity process (10 marks)
 - b) Elucidate on the challenges facing women entrepreneurs in Kenya. (10 marks)
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