

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
ENTREPRENEURSHIP AND ENTERPRISE MANAGEMENT**

BEEM 401/BEEM 335: ENTREPRENEURSHIP SKILLS

STREAMS: BEEM

TIME: 2 HOURS

DAY/DATE: THURSDAY 19/12/2024

8.30 A.M – 10.30 A.M.

INSTRUCTIONS:

- **QUESTION ONE IS COMPULSORY AND ANY OTHER TWO.**

QUESTION ONE

- (a) After weeks of scanning the environment, Joseph has come up with a noble business idea of ferrying tourist in various attraction sites in Kenya, He is eager to implement it immediately, however a friend cautioned him to analyze the idea before starting a business. Discuss. (10marks)
- (b) Entrepreneurs should always observe technological trends in their tourism industry if they expect to cope with the competition. Explain PESTEL as a tool of assessing an enterprise environment. (10 marks)
- (c) (i) Identify FIVE factors an entrepreneur may consider before accepting a credit from a financial institution. (5 marks)
- (ii) Describe the entrepreneurial processes. (5 marks)

QUESTION TWO

- (a) Identify some of mistakes committed by entrepreneurs which leads to failure of their enterprises. (10 marks)

(b) Currently entrepreneurship is among the key drivers of economic development and contributor to the GDP of our Kenyan economy. As an expert advice the government on the necessary support to thrive this industry. (10 marks)

QUESTION THREE

(a) Highlight the main benefits of a business plan within enterprises. (10 marks)

(b) Discuss some of the benefits of innovation in a competitive enterprise environment. (10 marks)

QUESTION FOUR

(a) Identify some of the characteristics which make entrepreneurs successful. (10 marks)

(b) Identify and discuss functions of entrepreneurs. (10 marks)
