

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS  
EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE.**

**BEEM 401: ENTREPRENEURSHIP**

**STREAMS: BCOM ODEL**

**TIME:2 HOURS**

**DAY/DATE: WEDNESDAY 11/12/2024**

**2.30 P.M. –4.30 P.M.**

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**Instructions: Question one is compulsory and any other two**

**QUESTION ONE**

- (a) So many qualities are attributed to leaders it can sometimes be difficult to identify with them all. However, the ability to influence others is clearly a leadership skill. Identify and discuss some of the entrepreneurial leadership skills. (10 marks)
- (b) Turning an idea into reality calls upon general entrepreneurial management skills needed to organize the physical and financial needed to run the venture and human resource management skills to obtain necessary support. Discuss any **FIVE** of these skills. (10 marks)
- (c) By establishing the business entity, entrepreneurs invest their own resources and attract capital. In light of this statement discuss some of economic contributions by entrepreneurs. (10 marks)

**QUESTION TWO**

- (a) Entrepreneurial development is full of choices and decisions making, explain the merits and demerits an aspiring entrepreneur will consider in deciding to enter into a partnership (10 marks)

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(b) Identify and explain the various ways through which government can intervene and assist upcoming entrepreneurs to grow and sustain their enterprises. (10 marks)

**QUESTION THREE**

(a) What are some of the reasons which you could advise an entrepreneur to prepare a business plan before embarking on the implementation of a business opportunity. (10 marks)

(b) Identify some of the characteristics of a good business opportunity. (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) Business that innovates creates more efficient processes and has better productivity and performance. Describe the steps an entrepreneur takes towards innovation. (10 marks)

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