

**CHUKA**

**UNIVERSITY**



**UNIVERSITY EXAMINATIONS**

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

**BEEM 325: MANAGEMENT OF ENTREPRENEURIAL VENTURES**

**STREAMS: BEEM (Y3S2)**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 09/04/2024**

**2.30 P.M. – 4.30 P.M.**

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**INSTRUCTIONS**

- **Answer question one and any other two**

**Question one**

- With the aid of practical examples, explain why entrepreneurial venture managers should understand the external environment in which they operate. (10 marks)
- Discuss concept of total quality management outlining its importance in successful entrepreneurial ventures. (10 marks)
- Discuss the relevance of planning function in entrepreneurial ventures. (10 marks)

**Question two**

- Discuss the management skills required at different levels of management. (10 marks)
- Advise a manager whose venture is experiencing declining growth in sales, profits and market share on the growth strategies they can adopt. (10 marks)

**Question three**

A group of successful entrepreneurs in the export sector have sought your advice on how to manage the following functions so that they can achieve their planned goals and objectives.

- Marketing management (10 marks)

- b) Financial management (10 marks)

**Question four**

- a) Discuss the concept of risk management outlining the strategies that an entrepreneurial venture in the manufacturing sector can design to minimize risk. (10 marks)
- b) Discuss the significance of control function in such an enterprise. (10 marks)
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