

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

CHUKA/EMBU/CHOGORIA

EXAMINATION FOR THE AWARD OF CERTIFICATE IN BUSINESS
MANAGEMENT

CIBM 00112/00211: PRINCIPLES OF ENTREPRENEURSHIP

STREAMS: CIBM, CPLM, CDEV

TIME: 2 HOURS

DAY/DATE: THURSDAY 25/03/2021

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

- *Answer question one and any other two questions*
- *Do not write anything on the question paper*

QUESTION ONE

- (a) Describe five factors that entrepreneurs can use to evaluate an attractive business opportunity (10 marks)
- (b) With the aid of a diagram, describe Abraham Maslow's Hierarchy of needs and show how entrepreneurs can motivate their employees at every level (15 marks)
- (c) Highlight 5 sources of business ideas (5 marks)

QUESTION TWO

- (a) Discuss five major attributes or characteristics associated with successful entrepreneurs (10 marks)
- (b) Distinguish between the following terminologies
- (i) Entrepreneurs and Intrapreneur (2 marks)
 - (ii) Creativity and innovation (2 marks)

- (iii) Internal and Task Environment (2marks)
- (iv) Locational and occupational mobility (2 marks)
- (v) Entrepreneurship and management (2 marks)

QUESTION THREE

- (a) Discuss three different types of entrepreneurs (6 marks)
- (b) Explain the importance of preparing a business plan (10 marks)
- (c) Define competencies and describe any 3 entrepreneurial competencies (4 marks)

QUESTION FOUR

- (a) Explain the role of entrepreneurs in economic development of a country (10 marks)
 - (b) Describe the factors that motivate one to become an entrepreneur (10 marks)
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