

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

RESIT/SPECIAL EXAMINATION

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF

HIRM 281: FUNDAMENTALS OF ENTREPRENEURSHIP

STREAMS: HIRM

TIME: 2 HOURS

DAY/DATE: FRIDAY 01/09/2023

11.30 A.M – 1.30 P.M.

QUESTION ONE

- a) Explain the reasons for high rate of business failure at early stages and especially in small business. (10marks)
- b) Identify and explain the various ways through which government can intervene and assist upcoming entrepreneurs to grow and sustain their enterprises (10 marks)
- c) Explain the rationale behind SWOT analysis as a way of scanning enterprise environment (10 marks)

QUESTION TWO

- a) Describe the importance of innovation in enterprises (10 marks)
- b) Highlight some of the Economic contributions of entrepreneurship in Kenyan Economy (10 marks)

QUESTION THREE

- (a) Discuss any FIVE contents of a business plan (10 marks)
- (b) Identify and discuss any FIVE characteristics of an entrepreneur (10 marks)

QUESTION FOUR

(a) Identify some of ways by which an entrepreneur can use to motivate employees (10 marks)

(b) Discuss some of the sources from which a start-up can finance his /her enterprise (10 marks)
