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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR**  
**FOR THE CERTIFICATE IN HOSPITALITY MANAGEMENT**  
**CHM 104- ENTREPRENEURSHIP DEVELOPMENT**

Date: 26<sup>th</sup> July 2022  
Time: 8:30am – 10:30am

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

- a) Formulate ways of conflict resolution in entrepreneur can adopt. (6 Marks)
- b) Outline the benefits of entrepreneurship. (5 Marks)
- c) Explain four kinds of risks an entrepreneur can possibly undertake. (8 Marks)
- d) Employment is a fruit of entrepreneurship. Demonstrate (6 Marks)

**QUESTION TWO (20 MARKS)**

- a) Discuss factors that can motivate you to become an entrepreneur. (8 Marks)
- b) Illustrate the various methods of generating business ideas. (6 Marks)
- c) Differentiate concepts of self and salaried employments. (6 Marks)

**QUESTION THREE (20 MARKS)**

- a) Discuss the need for achievement theory of entrepreneurship. (8 Marks)
- b) List FIVE sources of business startup capital. (6 Marks)
- c) Discuss the challenges of entrepreneurship. (6 Marks)

**QUESTION FOUR (20 MARKS)**

- a) Explain FOUR qualities of an entrepreneur that promotes success. (8 Marks)
- b) Summarize the procedure for starting a new business venture. (6 Marks)
- c) Explain any THREE types of entrepreneurship. (6 Marks)

**QUESTION FIVE (20 MARKS)**

- a) Analyze the reasons for an entrepreneur's engagement in budgeting. (8 Marks)
- b) Justify that mentorship is critical in increasing the rate of business success. (6 Marks)
- c) Given its role in success, breakdown the various components of marketing. (6 Marks)