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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR
FOR THE CERTIFICATE IN INFORMATION TECHNOLOGY
CBM 024- ENTREPRENEURSHIP DEVELOPMENT

Date: 6th December 2022
Time: 11:30am -1;30pm

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Summarize the procedure for starting a new business venture. **(6 Marks)**
- b) Outline the benefits of entrepreneurship. **(6 Marks)**
- c) Explain the sources of business startup capital. **(6 Marks)**
- d) Illustrate how employment can arise from entrepreneurship. **(6 Marks)**
- e) Outline the myths about entrepreneurs in Kenya. **(6 Marks)**

QUESTION TWO (20 MARKS)

- a) Discuss factors that can motivate you to become an entrepreneur **(8 Marks)**
- b) Describe the various methods of generating business ideas **(8 Marks)**
- c) Differentiate between a manager and an entrepreneur **(4 Marks)**

QUESTION THREE (20 MARKS)

- a) Explain four kinds of risks an entrepreneur can possibly undertake. **(8 Marks)**
- b) Summarize David McClelland's Need for Achievement theory of entrepreneurship. **(8 Marks)**
- c) Discuss the challenges of entrepreneurship. **(4 Marks)**

QUESTION FOUR (20 MARKS)

- a) Given its role in success, breakdown the various components of marketing. **(4 Marks)**
- b) Explain the qualities of an entrepreneur that essential during a crisis **(8 Marks)**
- c) Explain the types of entrepreneurship **(8 Marks)**

QUESTION FIVE (20 MARKS)

- a) Outline the importance of budgeting in entrepreneurship. **(8 Marks)**
- b) Discuss ways of conflict resolution in entrepreneur can adopt. **(8 Marks)**
- c) Demonstrate how mentorship is critical in increasing the rate of business success. **(4 Marks)**