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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR
FOR THE CERTIFICATE IN BUSINESS MANAGEMENT
CHM 104/ CBM 024/CPS 024/ CIT ENTREPRENEURSHIP

Date: April, 2022.
Time: 11.00 am-

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Define the following terms;
- i) An entrepreneur (3 Marks)
 - ii) SWOT analysis (3 Marks)
 - iii) PESTLE Concept (3 Marks)
- b) List three characteristics of a good business idea (6 Marks)
- c) Mention seven reasons to support the importance of market research (7 Marks)
- d) Expound on Consumer trends and social cultural trends, as emerging issue (8 Marks)

QUESTION TWO (20 MARKS)

- a) Sourcing and outsourcing are key factors in any enterprise. State their differences giving examples (10 Marks)
- b) Highlight any five factors that discourage entrepreneurs in their desire to provide solutions or inventions (10 Marks)

QUESTION THREE (20 MARKS)

- a) Entrepreneurs struggle between two concepts, "satisfying and delighting". Explain three differences in each (10 Marks)
- b) Elaborate the government role in incubation. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) According to Abraham Maslow, discuss what he call physiological (basic) needs (6 Marks)
- b) Outline six advantages of democratic style of leadership (6 Marks)
- c) Mention any eight types of entrepreneurs (8 Marks)

QUESTION FIVE (20 MARKS)

- a) As an upcoming entrepreneur, mention five questions that demand for an answer before you start business (10 Marks)
- b) Elaborate on any five advantages and disadvantages of sole proprietorship as a form of business (10 Marks)