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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: 6<sup>th</sup> December 2022  
Time: 11:30am-1:30pm

**INSTRUCTIONS TO CANDIDATES**

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

**QUESTION ONE (30 MARKS)**

**CASE STUDY:**

Before entering the Yale School of Management, James had thought about becoming an entrepreneur. He did not have a specific idea to build a business around, but he did aspire to take charge of an organization and grow it. At Yale, James discovered an entrepreneurial niche called "search funds" that would allow him to acquire and lead a company that he had not built from scratch. Inspired, James met with search fund entrepreneurs to learn about their different paths to building their funds

**Required:**

In reference to the above case study;

- a) Define the terms entrepreneurship and an entrepreneur. **(5 Marks)**
- b) State the contribution of entrepreneurship to national development. **(5 Marks)**
- c) Mention three theories of entrepreneurship. **(5 Marks)**
- d) Explain five roles of an entrepreneur in an enterprise. **(5 Marks)**
- e) State the importance of creativity and innovation to an entrepreneur. **(5 Marks)**
- f) Discuss the business life cycle. **(5 Marks)**

**QUESTION TWO (20 MARKS)**

- a) Briefly discuss the factors inhibiting entrepreneurial development. **(10 Marks)**
- b) Explain methods of generating business ideas for business opportunities. **(10 Marks)**

**QUESTION THREE (20 MARKS)**

- a) Discuss the benefits of business enterprise social responsibility. **(10 Marks)**
- b) Explain the categories of business enterprise social responsibility **(10 Marks)**

**QUESTION FOUR (20 MARKS)**

- a) Examine components of a business plan in clarifying issues in a business **(10 Marks)**
- b) Discuss the need for ethics issue in a business **(10 Marks)**

**QUESTION FIVE (20 MARKS)**

- a) Highlight the importance of ICT in small business enterprise. **(10 Marks)**
- b) Discuss the emerging trends and issues in entrepreneurship. **(10 Marks)**