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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
FOR THE CERTIFICATE IN INFORMATION TECHNOLOGY
CBM 024 – ENTREPRENEURSHIP DEVELOPMENT

Date: 12TH APRIL 2023
Time: 8:30AM – 10:30AM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

Required:

- a) Differentiate between entrepreneurship and an entrepreneur (5 Marks)
- b) State the contribution of entrepreneurship to national development (5 Marks)
- c) Explain three theories of entrepreneurship (5 Marks)
- d) Highlight 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) Discuss the factors inhibiting entrepreneurial development. (8 Marks)
- b) Explain methods of generating business ideas for business opportunities (6 Marks)
- c) State the limitations of business social responsibilities to a small business (6 Marks)

QUESTION THREE (20 MARKS)

- a) Discuss the benefits of business enterprise social responsibility. (8 Marks)
- b) Explain the categories of business enterprise social responsibility (6 Marks)
- c) Briefly discuss the factors inhibiting entrepreneurial development (6 Marks)

QUESTION FOUR (20 MARKS)

- a) Examine components of a business plan in clarifying issues in a business (6 Marks)
- b) Discuss the need for ethics issue in a business (8 Marks)
- c) Identify entrepreneurial motivation factors (6 Marks)

QUESTION FIVE (20 MARKS)

- a) Highlight the importance of ICT in small business enterprise (8 Marks)
- b) Discuss the emerging trends and issues in entrepreneurship. (6 Marks)
- c) Explain the challenges encountered when setting a business enterprise (6 Marks)