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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
FOR THE CERTIFICATE IN HUMAN RESOURCE MANAGEMENT
CHR 104: 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)

- a) Define the following terms used in Entrepreneurship. (6 Marks)
- i) Entrepreneur
 - ii) Entrepreneurship Culture
 - iii) Marketing
 - iv) Corporate Social Responsibility
 - v) E – Business
 - vi) Human Resource Management
- b) Explain six ways of overcoming entrepreneurial challenges in Kenya. (6 Marks)
- c) State three barriers of entrepreneurial creativity and innovation. (6 Marks)
- d) List the stages of generating a business idea noting to give examples in each stage. (7 Marks)
- e) Explain five benefits of Human resource management to a small enterprise. (5 Marks)

QUESTION TWO (20 MARKS)

- a) Identify four factors that influence entrepreneurial culture in developing countries. (8 Marks)
- b) Discuss four advantages of entrepreneurial competence to a small business enterprise. (4 Marks)
- c) Explain the four marketing mix elements that guide marketing decisions. (8 Marks)

QUESTION THREE (20 MARKS)

- a) Discuss four corporate social responsibilities of an enterprise to various stakeholders. (8 Marks)
- b) Describe three functions of management of an enterprise. (6 Marks)
- c) Identify three factors that promote entrepreneurial creativity and innovation. (6 Marks)

QUESTION FOUR (20 MARKS)

- a) Analyze three primary processes that are enhanced in e-business. (6 Marks)
- b) Identify five theories of entrepreneurship. (10 Marks)
- c) Discuss two types of budgets that are developed in an enterprise. (4 Marks)

QUESTION FIVE (20 MARKS)

- a) Discuss five challenges to entrepreneurship in developing countries. (10 Marks)
- b) Explain five advantages of keeping business records in an enterprise. (5 Marks)
- c) Analyze five cultural habits that promote entrepreneurial development. (5 Marks)