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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR**  
**FOR THE CERTIFICATE IN HOSPITALITY MANAGEMENT**  
**CHM 104: ENTREPRENEURSHIP DEVELOPMENT**

Date: 12<sup>TH</sup> 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)