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KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR
FOR THE CERTIFICATE IN HOSPITALITY MANAGEMENT
CHM 104 - ENTREPRENEURSHIP DEVELOPMENT

Date: April, 2022.
Time: 11.00 am-

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- Explain the difference between “Satisfying” and “delighting” (4 Marks)
- Give reasons why **group** participation is encouraged when seeking for a solution. (6 Marks)
- As a prospective or upcoming entrepreneur, describe questions one must ask her/himself before embarking on the Business. (4 Marks)
- Explain the difference between sourcing and outsourcing (4 Marks)
- List six benefits of innovation in a business organization (6 Marks)
- List benefits of E-commerce in business organization (6 Marks)

QUESTION TWO (20 MARKS)

- Discuss reasons why market research is important before launching any product or service. (10 Marks)
- Discuss the functions of management in a business organization (10 Marks)

QUESTION THREE (20 MARKS)

- Business Incubation is the process of nurturing small and starting businesses to support their maturity, examine the roles that government may play in such incubation processes. (6 Marks)
- Motivation is one of the key factors that encourage Entrepreneurs to continue in solution search for challenges and needs. Analyze factors that motivate Entrepreneurs. (8 Marks)
- Explain the contributions that entrepreneurs contribute to the economy of a country. (6 Marks)

QUESTION FOUR (20 MARKS)

- Using a diagram, explain the Abraham Maslow's theory on the hierarchy of needs (10 Marks)
- As a leader we have several Leadership styles that we may use, explain the various leadership styles that can be adopted in an organization (10 Marks)

QUESTION FIVE (20 MARKS)

- As an entrepreneurship development Lecturer at Kiriri Women's University, explain the advantages of sole proprietorship as a Business ownerships method to your class. (8 Marks)
- Discuss the emerging trends in entrepreneurship (12 Marks)