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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2018/2019 ACADEMIC YEAR
CERTIFICATE IN BUSINESS INFORMATION TECHNOLOGY
CBM 024- ENTREPRENEURSHIP DEVELOPMENT

Date:
Time:

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Define the term entrepreneurship development (4 Marks)
- b) Highlight SIX qualities of an entrepreneur (6 Marks)
- c) State SIX importance of entrepreneur planning (6 Marks)
- d) Outline SIX factors to consider when starting a business enterprise (6 Marks)
- e) Briefly discuss the importance of human relations in business (8 Marks)

QUESTION TWO (20 MARKS)

- a) Differentiate between entrepreneur motivation and cooperate social responsibility (6 Marks)
- b) Discuss the importance of cooperate social responsibility in business (9 Marks)
- c) Outline FIVE reasons why culture is important in business (5 Marks)

QUESTION THREE (20 MARKS)

- a) Highlight FOUR sources of business finances (4 Marks)
- b) Outline EIGHT reasons why business may not achieve its set goals and objectives. (8 Marks)
- c) Discuss the importance of enterprise management (8 Marks)

QUESTION FOUR (20 MARKS)

- a) Briefly discuss the role of information technology in business development (8 Marks)
- b) Define the term entrepreneur competence (4 Marks)
- c) Discuss FOUR appraisal factors that are taken into consideration before advancing a loan to an entrepreneur. (8 Marks)

QUESTION FIVE (20 MARKS)

- a) Define the term business plan (4 Marks)
- b) Discuss the role of government in business (8 Marks)
- c) Discuss FOUR contents of a business plan (8 Marks)