



**KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
DEPARTMENT OF BUSINESS ADMINISTRATION**

UNIT CODE: CDS 108/CPS 024/CHM 104

UNIT TITLE: ENTREPRENEURSHIP DEVELOPMENT

EXAM TYPE: MAIN EXAM:

TIME: 2 HOURS

**INSTRUCTIONS TO CANDIDATES: ANSWER QUESTION ONE (COMPULSORY)
AND ANY OTHER TWO QUESTIONS.**

QUESTION ONE: (30 MARKS)

- a) State five sources of business ideas from which entrepreneurs can draw inspiration. (5 Marks)
- b) Identify four benefits an entrepreneur will get when they embrace the use of e-commerce. (4 Marks)
- c) Highlight six reasons that would motivate someone to start their business venture. (6 Marks)
- d) Specify five factors to consider when checking the practicability of a business idea. (5 Marks)
- e) Outline five gaps in modern society that may create a business idea in the market. (5 Marks)
- f) Indicate five challenges an entrepreneur may encounter if they operate without a business plan. (5 Marks)

QUESTION TWO (20 MARKS)

- a) Discuss four advantages of using social media as a marketing platform for an entrepreneur. (8 Marks)
- b) Entrepreneurship is among the driving forces behind most economies in the world. Explain three reasons why entrepreneurship is important to these economies. (6 Marks)
- c) Elaborate on six factors that may hinder entrepreneurship development in Kenya. (6 Marks)

QUESTION THREE (20 MARKS)

- a) Evaluate three strategies that an entrepreneur can employ to improve the entrepreneurial environment. (6 Marks)
- b) Creativity and innovation are one of the key elements of entrepreneurship. Discuss four types of innovation that an entrepreneur can adopt. (8 Marks)
- c) Explain three roles of entrepreneurs in ensuring smooth and successful business operations. (6 Marks)

QUESTION FOUR (20 MARKS)

- a) Explain six external factors that may drive a person to venture into entrepreneurship. (8 Marks)
- b) A friend of yours started a restaurant business in January and closed the business in September. Discuss four possible causes that led to the business stopping its operations. (8 Marks)
- c) Evaluate three measures that the Kenyan government may take to encourage entrepreneurship in the country. (6 Marks)

QUESTION FIVE (20 MARKS)

- a) Explain six skills that an entrepreneur needs to portray to operate a successful business venture. (6 Marks)
- b) Explain three limitations of using focus group discussions to generate business ideas. (6 Marks)
- c) Provide a detailed distinction between salaried employment and self-employment. (8 Marks)