



Kasarani Campus

Off Thika Road
Tel. 2042692 / 3

P.O. Box 49274, 00100

NAIROBI

Westlands Campus
Pamstech House
Woodvale Grove
Tel. 4442212
Fax: 4444175

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

Date:

Time:

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Explain six characteristics/qualities of Entrepreneurs. (6 Marks)
- b) Explain four characteristics of a good business opportunity. (4 Marks)
- c) Identify six advantages of entrepreneurial competence to small business enterprises. (6 Marks)
- d) Explain five functions of management in an enterprise. (5 Marks)
- e) Explain three sources of financing an enterprise. (3 Marks)
- f) Explain six benefits of financial management to small scale business enterprises. (6 Marks)

QUESTION TWO (20 MARKS)

- a) Discuss five benefits of keeping business records in an enterprise. (10 Marks)
- b) Discuss five reasons of human resource management in a small business enterprise. (5 Marks)
- c) Examine five benefits of information communication technology (ICT) to a business enterprise. (5 Marks)

QUESTION THREE (20 MARKS)

- a) Discuss five advantages to an entrepreneur who is intending to go global. (10 Marks)
- b) Describe the procedure of starting a small business enterprise. (5 Marks)
- c) Identify five benefits of marketing for goods and services to a small scale business enterprise. (5 Marks)

QUESTION FOUR (20 MARKS)

- a) Discuss five habits that promote entrepreneurial culture in developing countries. (5 Marks)
- b) Analyze five differences between creativity and innovation. (10 Marks)
- c) Discuss five sources of generating business ideas. (5 Marks)

QUESTION FIVE (20 MARKS)

- a) Analyze five benefits of corporate social responsibility (CSR) to a business enterprise. (10 Marks)
- b) Discuss four marketing mix elements that can be used by entrepreneurs in their marketing activities. (4 Marks)
- c) i) Illustrate the stages of a business life cycle. (4 Marks)
ii) Discuss one theory of entrepreneurship. (2 Marks)