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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: 5TH DECEMBER 2023
Time: 8:30AM-10:30AM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

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

QUESTION TWO (20 MARKS)

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

QUESTION THREE (20 MARKS)

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

QUESTION FOUR (20 MARKS)

- Explain six external factors that may drive a person to venture into entrepreneurship. (8 Marks)
- 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)
- Evaluate three measures that the Kenyan government may take to encourage entrepreneurship in the country. (6 Marks)

QUESTION FIVE (20 MARKS)

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