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KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR
FIRST YEAR, SECOND SEMESTER EXAMINATION
FOR THE CERTIFICATE IN PROCUREMENT & SUPPLY CHAIN
MANAGEMENT
CCU 003: ENTREPRENEURSHIP

Date: 4TH DECEMBER, 2024

Time: 2.30PM-4.30PM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Describe the different roles played by an entrepreneur in a business enterprise. (6 Marks)
- b) Innovation is important to a business as it enables the business to adjust to changes in its environment amongst other reasons. Explain the importance of innovation to a business enterprise. (4 Marks)
- c) Outline the qualities of a good business idea. (6 Marks)
- d) The marketing mix is a key concept in marketing which is made up of four key elements. Describe the four elements of the marketing mix. (4 Marks)
- e) Outline the benefits of information communication technology in the management of a business enterprise. (5 Marks)
- f) Explain the importance of an entrepreneur to the development of a country. (5 Marks)

QUESTION TWO (20 MARKS)

- a) Explain the sources of capital for an entrepreneur who wants to start a business. (5 Marks)
- b) Describe the ways in which an entrepreneur can evaluate a business idea to determine if it is profitable to invest in. (5 Marks)
- c) Explain the factors which affect the development of entrepreneurship in Kenya. (5 Marks)
- d) An entrepreneur has several unique characteristics which differentiate them from other business persons. Describe the characteristics of an entrepreneur. (5 Marks)

QUESTION THREE (20 MARKS)

- a) Explain the emerging issues and trends in enterprise development. (5 Marks)
- b) Highlight the characteristics of a good business opportunity. (5 Marks)
- c) Explain the activities that a business enterprise can engage in which show they are socially responsible. (5 Marks)

d) Explain the importance of writing a business plan by an entrepreneur. **(5 Marks)**

QUESTION FOUR (20 MARKS)

a) Explain the advantages and disadvantages of self-employment. **(6 Marks)**

b) Explain the habits which contribute to entrepreneurial development. **(4 Marks)**

c) Describe the various motivational factors that encourage an entrepreneur to start and develop their business. **(6 Marks)**

d) In any business enterprise there are several factors which act as barriers and prevent an entrepreneur from coming up with innovative and creative ideas. Highlight the barriers to innovation and creativity. **(4 Marks)**

QUESTION FIVE (20 MARKS)

a) Explain the competencies required to have in order to manage a business. **(6 Marks)**

b) Describe the ways in which an entrepreneur can promote their product and services. **(4 Marks)**

c) Discuss methods used in protecting a good business idea developed by an entrepreneur. **(4 Marks)**

d) Entrepreneurs can be categorized into different types depending on various factors for instance the opportunities they take advantage in the business environment. Describe any three types of entrepreneurs. **(6 Marks)**