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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR
FIRST YEAR, SECOND SEMESTER EXAMINATION
FOR THE CERTIFICATE IN INFORMATION TECHNOLOGY
CCU 003: ENTREPRENEURSHIP DEVELOPMENT

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 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)