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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 BANKING AND FINANCE

Date: 6th August, 2024
Time: 8.30am –10.30am

CCU 003 ENTREPRENEURSHIP DEVELOPMENT

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Explain how self-employment is attractive to the young people. (6 Marks)
- b) Given its role in success, breakdown the various components of marketing. (6 Marks)
- c) Explain how the entrepreneurial development course prepares you for future success (6 Marks)
- d) Analyze some of the challenges faced by upcoming entrepreneurs (6 Marks)
- e) Highlight the sources of entrepreneurial financing for a start-up (6 Marks)

QUESTION TWO (20 MARKS)

- a) Briefly discuss management functions within the Kenyan counties and with clear devolution being undertaken (8 Marks)
- b) Explain methods of generating business ideas for business opportunities (6 Marks)
- c) Explain the challenges faced when starting a small business enterprise in a volatile business environment with strict adherence to government policies (6 Marks)

QUESTION THREE (20 MARKS)

- a) Discuss the benefits of human resource management to Kiriri women university of science and technology office management (8 Marks)
- b) Societal expectations and obligations on business activities in its surroundings is vital. Explain the categories of business enterprise social responsibility. (8 Marks)
- c) Identify entrepreneurial motivation factors to university graduates in Kenya (4 Marks)

QUESTION FOUR (20 MARKS)

- a) Examine the benefits of budget development to Kiriri university student cafeteria and its management (8 Marks)
- b) Marketing clarifies business issues to consumers, highlight its key components to a small business enterprise and its development (8 Marks)
- c) List any four key entrepreneurial competences in a business (4 Marks)

QUESTION FIVE (20 MARKS)

- a) Highlight the importance of ICT to small business enterprise as a component of competitive advantage and agility (8 Marks)
- b) Discuss the emerging trends and issues in entrepreneurship in relation to new ways of establishing businesses in Kenya (6 Marks)
- c) Briefly discuss the factors inhibiting entrepreneurial development amongst Kenyan youth in the 21st century (6 Marks)