



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, 2024/2025 ACADEMIC YEAR**  
**FIRST YEAR, SECOND SEMESTER EXAMINATION**  
**FOR THE CERTIFICATE IN HOSPITALITY MANAGEMENT**  
**CCU 003 ENTREPRENEURSHIP DEVELOPMENT**

Date: 6<sup>TH</sup> AUGUST 2024

Time: 8:30AM - 10:30AM

**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 21<sup>st</sup> century.** (6 Marks)