



# THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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**MAIN EXAMINATION**

**JANUARY – APRIL 2014 TRIMESTER**

**FACULTY OF COMMERCE**

**DEPARTMENT OF MARKETING AND MANAGEMENT**

**SCHOOL FOCUSED PROGRAMME**

**GS 105: ENTREPRENEURSHIP**

**Date: APRIL 2014**

**Duration: 2 Hours**

**INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions**

- Q1. a) Read the extract titled “The Don who found humility in Mitumba trade” by Stephen Mburu and answer the following questions:
- i) Analyze the entrepreneurial traits of Ms. Bibianne Wanja. **(8 marks)**
  - ii) What lessons of entrepreneurship can you learn from the case? **(8 marks)**
  - iii) Give viable recommendations to Ms. Bibianne Wanja of what she can do for her enterprise to stand the test of time. **(8 marks)**
- b) “All you need in entrepreneurship is money”. Discuss. **(6 marks)**
- Q2. a) Explain the extent to which entrepreneurs are good marketers. **(10 marks)**
- b) Highlight the managerial functions of entrepreneurs. **(10 marks)**

Q3. Prepare a talk of about 300 words to motivate the young upcoming entrepreneurs in your home town to initiate viable enterprises. **(20 marks)**

Q4. a) Explain the personal and psychological factors of entrepreneurship. **(10 marks)**

b) Discuss the social – cultural factors that can lead to the formations of entrepreneurship. **(10 marks)**

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