



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

JANUARY – APRIL 2014 TRIMESTER

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING AND MANAGEMENT

REGULAR 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 “Zimmerman Sales and Services” and answer the following questions:

Required:

- i) What characterize Elmer Zimmerman as an entrepreneur? **(10 marks)**
- ii) What lessons of entrepreneurship can you learn from the case? **(10 marks)**

b) Critically analyze this statement that entrepreneurs are academic dwarfs. **(10 marks)**

Q2. a) Describe the entrepreneurial characteristics. **(8 marks)**

b) Highlight the social – cultural entrepreneurship factors. **(12 marks)**

Q3. a) Explain the managerial functions of entrepreneurs. **(10 marks)**

b) “Marketing is part and parcel of entrepreneurship”. Explain.
(10 marks)

Q4. Prepare a talk to be delivered to the university students to inspire them into the world of entrepreneurship. **(20 marks)**

END