



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

MAY – JULY 2016 TRIMESTER

FACULTY OF COMMERCIAL

DEPARTMENT OF MARKETING AND MANAGEMENT

CMM 321: ENTREPRENEURSHIP

Date: JULY 2016

Duration: 2 Hours

INSTRUCTIONS: Answer QUESTION ONE AND ANY OTHER TWO Questions

- Q1. a) Give reasons why the government of Kenya should encourage entrepreneurial behaviour among the citizens. **(6 marks)**
- b) Advise on the factors to consider when evaluating a qualifying business opportunity. **(6 marks)**
- c) Analyze the entrepreneurial competencies required to start and run a successful business. **(6 marks)**
- d) Advise a university graduate who wishes to write a business plan on the key areas to address in the operational plan of a business plan. **(8 marks)**
- e) Give reason why university graduates should give self employment a chance. **(4 marks)**
- Q2. a) Analyse the factors that have contributed to entrepreneurial growth in Kenya. **(10 marks)**
- b) Decision making is a process. Analyse the steps involved in decision making process. **(10 marks)**

- Q3. a) Management of business finance determines the success of entrepreneurial activities. Explain to a young entrepreneur on how to use business finance. **(10 marks)**
- b) Entrepreneurship is evolving subject. Critic FIVE myths of entrepreneurship. **(10 marks)**
- Q4. a) Analyze the managerial functions of an entrepreneur. **(10 marks)**
- b) Businesses in Kenya vary. Describe various types of entrepreneurs in Kenya. **(10 marks)**

END