



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

MAIN EXAMINATION

JANUARY - APRIL 2017 TRIMESTER

FACULTY OF SCIENCE

DEPARTMENT OF CHEMISTRY

REGULAR PROGRAMME

CHEM 404: ENTREPRENEURSHIP IN CHEMISTRY

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Date: APRIL 2017	Duration: 2 Hours
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INSTRUCTIONS: Answer Question ONE and any other Two Questions
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Q1. a) Define the following

- i) Entrepreneurship
- ii) Invention
- iii) Entrepreneurial process
- iv) Creativity
- v) Life sciences

(5 marks)

b) Explain any two businesses in which entrepreneurship in Chemistry can be applied.

(4 marks)

c) An entrepreneur wishes to start a waste disposal business venture in residential areas. Explain two barriers he is likely to face and suggest remedies to these barriers

(8 marks)

d)

- i. What is a business plan? **(2 marks)**
- ii. Explain two reasons why a business plan is important to the owner of the business venture **(4 marks)**

iii. Briefly explain how marketing plan affects implementation of a business plan **(3 marks)**

e) Describe the general steps that a graduate entrepreneur would follow to start a paint making business venture in Kenya **(5 marks)**

Q2. a) i) You intend to start water purification business in a crowded business environment. Briefly explain why SWOT analysis is important for the start up **(4 marks)**

ii) Describe strength and weakness of your business venture **(4 marks)**

b) i) Define the term innovation **(2 marks)**

ii) Briefly explain the elements of the innovation process **(8 marks)**

c) Explain the role of the Pharmacy and Poisons Board of Kenya today **(3marks)**

Q3. a) i) you have been given a task for starting a marketing firm for pharmaceutical products. Explain three sources of new ideas for this venture **(6 marks)**

ii) Explain two methods of generating ideas **(4 marks)**

b) i) Explain the structure of the pharmaceutical industry in China **(6 marks)**

ii) Explain four factors that led to the development of pharmaceutical industry in China **(4 marks)**

Q4. a) i) Explain three reasons why overseas companies invest in the pharmaceutical industry in China **(6 marks)**

ii) State tasks specified in the National Policies of Pharmaceutical industry in Kenya **(8 marks)**

b) Explain why the following elements are important in outlining a business plan

i. Management

ii. Nature of business

iii. Competition

(6 marks)

Q5. a) Describe three characteristics of a good goal **(6 marks)**

b) i) You are required to start a glassware repair business. Use SWOT analysis to show whether this business is viable or not. **(8 marks)**

ii) Explain any three personal attributes that are important for the business **(6 marks)**

END