



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

MAIN EXAMINATION

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AUGUST - DECEMBER 2016 TRIMESTER

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING AND MANAGEMENT

EVENING PROGRAMME

CMM 321: ENTREPRENEURSHIP

Date: DECEMBER 2016

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. a) Give reasons to business plan. Why the business plan. **(5 marks)**
- b) Advise the government of Kenya on the importance of entrepreneurship. **(6 marks)**
- c) Explain the characteristics of a good business opportunity. **(8 marks)**
- d) Give reasons why university graduated should give self employment a chance. **(8 marks)**
- e) Managing business finances determines the success of a business. Explain on how to utilize business finances. **(3 marks)**
- Q2. a) There are different types of business in the country that are started by entrepreneurs. Analyse the different types of entrepreneurs. **(10 marks)**
- b) Discuss the factors that lead to entrepreneurship in Kenya. **(10 marks)**
- Q3. a) Prepare a marketing plan of a business of your own choice. **(10 marks)**
- b) Analyze the myths used to explain entrepreneurship. **(10 marks)**
- Q4. a) Decision making in entrepreneurship is a process. Discuss the steps involved. **(10 marks)**

- b) Starting and growing a business is a process. Analyse the competencies of entrepreneurs. **(10 marks)**

END