



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

MBA REGULAR PROGRAMME

CEN 520: ENTREPRENEURSHIP AND BUSINESS ENVIRONMENT

Date: DECEMBER 2016

Duration: 3 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

SECTION A

- Q1. a) Define entrepreneurship (5 Marks)
b) Outline five benefits of time management (5 Marks)
c) Explain what is meant by entrepreneurship Mindset (20 Marks)

SECTION B

- Q2. a) Explain the major risks of a new venture formation (10 Marks)
b) Briefly explain the role of investment ventures (5 Marks)
- Q3. a) Outline the factors to be considered in a Business Plan (5 Marks)
b) Briefly describe the major segments of Business Plan (10Marks)
- Q4. Describe Investment Bankers as a source of venture financing (10 Marks)
- Q5. Explain what you understand by acquisition and mergers of ventures (15Marks)

END