



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

SEPTEMBER – DECEMBER 2019 TRIMESTER

SCHOOL OF BUSINESS

DEPARTMENT OF MARKETING AND MANAGEMENT

REGULAR PROGRAMME

CMM 321: ENTREPRENEURSHIP

Date: DECEMBER 2019

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and any other TWO Questions

- Q1. i) Prepare a talk to be delivered to a group of youths to inspire them into the world of entrepreneurship. In your talk give relevant examples of successful entrepreneurs who have not used shortcuts into their wealth and who can serve as good role models to the youth. **(12marks)**
- ii) In your talk sensitize the youths on why it is always important to draft business plan before starting a business. **(10marks)**
- iii) “All you need to succeed in entrepreneurship is money” Discuss. **(8 Marks)**
- Q2. There are various kind of businesses found in Kenya. Discuss the various types of entrepreneurs. **(20 Marks)**
- Q3. Part of the reason why many entrepreneurs don't succeed is because they fail to identify an entrepreneurial opportunity. Explain the term “opportunity recognition” in entrepreneurship and discuss the broad environmental forces that form the sources of opportunity. **(20 Marks)**

Q4. i) Using relevant examples, distinguish between debt and equity financing.
(10 Marks)

ii) Discuss the various factors constraining lending in Kenya today.

(10 Marks)

BONUS QUESTION

(5 Marks)

Explain the reason why blue jeans have tiny pockets like the one shown below.



END