



The Co-operative University of Kenya

SPECIALS AND SUPPLEMENTARY EXAMINATION AUGUST-2019 EXAMINATION FOR THE DIPLOMA IN CO-OPERATIVE MANAGEMENT

UNIT CODE: COCM 1217

UNIT TITLE: ENTREPRENEURSHIP SKILLS

DATE: 28TH AUGUST, 2019

TIME: 11:30 AM – 1:30 PM

INSTRUCTIONS:

- Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE

- (a) (i) Differentiate the term entrepreneur and enterprise. (2 Marks)
(ii) Explain any **FOUR** inborn characteristics of successful entrepreneurs. (8 Marks)
- (b) Explain any **FIVE** factors one need to consider when preparing to be self employed. (10 Marks)
- (c) Discuss the role of entrepreneurship in the economic development of a county. (10 Marks)

QUESTION TWO

- (a) Explain any **FIVE** benefits of internet as a source of business idea. (10 Marks)
- (b) Explain any **FIVE** benefits which Kenya is likely to accrue/benefit enjoy from the recently railway line constructed by the Chinese government between Mombasa and Nairobi. (10 Marks)

QUESTION THREE

Read the case below and answer the following questions.

Mr. John Oka runs a bakery in Westlands Estate in Nairobi and has employed **THREE** members of staff to assist him. He operates the business strictly on cash basis. This has led to some of his customers buying their bread elsewhere. Mr. Oka believes that because he bakes high quality bread, he does not need to advertise his business or employ a sales person. Two more bakeries have been set up in the Estate. Mr. Oka business has started to record lower sales and reduced profits.

- (a) State any **FIVE** reasons for the reduced Sales volume and profits of Mr. Oka's business. (10 Marks)
- (b) Advice Mr. Oka on strategies which should implement to improve sales and profits. (10 Marks)

QUESTION FOUR

- (a) Identify and explain any **SIX** sources of finance available for entrepreneurs in Kenya today. (12 Marks)
- (b) Explain **FOUR** advantages of sourcing finance for the operator of the business from within the business. (8 Marks)

QUESTION FIVE

- (a) Outline the major parts/components of a business plan. (10 Marks)
- (b) Explain any **FIVE** importance of the Financial plan in a business plan. (10 Marks)