



The Co-operative University of Kenya

SUPPLEMENTARY / SPECIAL EXAMINATION AUGUST- 2019
EXAMINATION FOR THE DIPLOMA IN ENTERPRENEURSHIP
(YR SEM)

UNIT CODE: CMCU 1201

UNIT TITLE: ENTERPRENEURSHIP SKILLS

DATE: 28TH AUGUST, 2019

TIME: 11:03 AM – 1:00 PM

INSTRUCTIONS:

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

QUESTION ONE

- a) Highlight five characteristics of entrepreneurs (5 marks)
- b) Explain five contributions of entrepreneurs to national development (10 marks)
- c) Outline five sources of business ideas (5marks)
- d) Entrepreneurs are motivated by various factors, explain five search factors (10mark)

QUESTION TWO

- a) Explain five problems that entrepreneurs' faces while starting and operating small enterprise. (10 marks)
- b) Describe the sections of a good business plan (10marks)

QUESTION THREE

- a) Explain five cultural factors that inhibit growth of entrepreneurship in Kenya (10marks)
- b) Outline describe the creativity process (10 marks)

QUESTION FOUR

- a) Explain briefly the following terms as used in entrepreneur's competence (20 marks)
 - i) Time management
 - ii) Decision making
 - iii) Coping with competition
 - iv) Risk management

QUESTION FIVE

- a) Describe five functions of the entrepreneurs in the society (10 marks)
- b) Explain **five** reasons why entrepreneurs adapt innovation in their business.(10marks)