

CO-OPERATIVE UNIVERSITY OF KENYA

BACHELOR OF COMMERCE

: ENTREPRENEURSHIP SKILLS EXAMINATION.

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

1. a) Highlight five characteristics of entrepreneurs. 5mks
- b) Explain five contributions of entrepreneurs to national development. 10mks
- c) Outline five sources of business ideas. 5mks
- d) Entrepreneurs are motivated by various factors, explain five search factors. 10mks
- 2 a) Explain five problems that entrepreneurs' faces while starting and operating small enterprise. 10mks
- b) Describe the contents of a good business plan. 10mks
3. a) Explain five cultural factors that inhibit growth of entrepreneurship in Kenya. 10mks
- b) Outline the creativity process. 10mks
4. a) Explain briefly the following terms as used in entrepreneurs competence
- i. Time management
- ii. Decision making
- iii. Coping with competition
- iv. Risk management 20mks
5. a) Describe five functions of the entrepreneurs in the society. 10mks
- b) Explain five reasons why entrepreneurs adapt innovation in their businesses. 10mks