



The Co-operative University of Kenya

END OF SEMESTER EXAMINATIONS APRIL-2019

**EXAMINATION FOR THE DEGREE OF BACHELOR OF CO-OPERATIVE
BUSINESS/BACHELOR OF COMMERCE
(YR IV SEM II)**

UNIT CODE: HRD 2401/BCOM 2108

UNIT TITLE: ENTREPRENEURSHIP SKILLS

DATE: 22ND APRIL 2019

TIME: 9:00 AM – 11:00 AM

INSTRUCTIONS:

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

QUESTION ONE

- (a) Define of the term ‘entrepreneuershship’ (2 Marks)
- (b) “throughout the years, many myths have arisen about entrepreneurship’ Expound SIX such myths. (12 Marks)
- (c) Discuss FIVE key functions of an entrepreneur. (10 Marks)
- (d) Outline SIX reasons why a business plan is important to an entrepreneur. (6 Marks)

QUESTION TWO

- (a) Briefly discuss the theory of motivation in relation to entrepreneurship. (5 Marks)
- (b) “Entrepreneurs are both born and made.”Discuss. (5 Marks)
- (c) Describe FIVE goals of innovation in entrepreneurship. (10 Marks)

QUESTION THREE

- (a) Describe FIVE characteristics of an entrepreneur. (10 Marks)
- (b) Explain FIVE cultural habits that favour entrepreneurial development. (10 Marks)

QUESTION FOUR

- (a) Describe FIVE key distinctions between an entrepreneur and a manager. (10 Marks)
- (b) Entrepreneurship greatly contributes to economic development of a country. Discuss. (10 Marks)

QUESTION FIVE

- (a) Discuss FIVE barriers faced by Micro and Small Enterprises in Kenya. (10 Marks)
- (b) Explain THREE socio-cultural factors that hinder entrepreneurial development. (6 Marks)
- (c) ‘Entrepreneurs are known to take cultural and moderate risks.’ Discuss. (4 Marks)