



The Co-operative University of Kenya
END OF SEMESTER EXAMINATION AUGUST-2017

EXAMINATION FOR THE CERTIFICATE

UNIT CODE:

UNIT TITLE: INTRODUCTION TO ENTREPRENEURSHIP

DATE: 4TH AUGUST, 2017

TIME: 2:00 PM – 4:00 PM

INSTRUCTIONS:

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

QUESTION ONE

- By giving clear examples, explain the following concept
 - Entrepreneurship (4 Marks)
 - Risk (4 Marks)
 - Innovation (4 Marks)
 - Creativity (4 Marks)
- Explain some of the deadly mistakes made by entrepreneurs (8 Marks)
- Explain the significance of training for an entrepreneur (4 Marks)

QUESTION TWO

- Explain at least FIVE(5) strategies that can be employed by an entrepreneur to sustain his/her business (10 Marks)
- Explain the major elements of entrepreneurial/ enterprise culture (10 Marks)

QUESTION THREE

- Are entrepreneurs are born or made. Discuss (10 Marks)
- Explain at least FIVE(5) cultural factors that inhibit entrepreneurship in Kenya (10 Marks)

QUESTION FOUR

- Describe at least SIX (6) elements of a business plan (12 Marks)
- Explain the importance of family businesses in Kenya (8 Marks)

QUESTION FIVE

- Describe the entrepreneurial process (10 Marks)
- Explain the significance of small and medium enterprises in Kenya (10 Marks)