



The Co-operative University of Kenya

END OF SEMESTER EXAMINATIONS DECEMBER-2019

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

UNIT CODE: HRD 2401/BUCU 1105/CMCU 2206

UNIT TITLE: ENTREPRENEURSHIP SKILLS

DATE: 9th DECEMBER 2019

TIME: 9:00 AM – 11:00 AM

INSTRUCTIONS:

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

QUESTION ONE

- (a) Differentiate between entrepreneurship and entrepreneur. (5 Marks)
- (b) Explain FIVE entrepreneurial processes responsible for the growth and expansion of small businesses. (10 Marks)
- (c) By giving clear illustrations discuss FIVE characteristics required by an entrepreneur to succeed in managing medium and small enterprises in Kenya. (10 Marks)
- (d) Discuss FIVE reasons why a person can choose to be an entrepreneur. (5 Marks)

QUESTION TWO

- (a) Describe SIX elements of a business plan. (12 Marks)
- (b) Explain FOUR factors to consider when initiating a business. (8 Marks)

QUESTION THREE

- (a) Explain at least FIVE basic business competencies owners of small and medium enterprises should have in order to succeed. (10 Marks)
- (b) Describe cultural factors contributing to entrepreneurship. (10 Marks)

QUESTION FOUR

- (a) Are entrepreneurs born or made? Discuss. (8 Marks)
- (b) Differentiate between a manager and an entrepreneur. (12 Marks)

QUESTION FIVE

- (a) Explain the contributions of the following to entrepreneurship;
 - (i) Joseph Schumpeter. (3 Marks)
 - (ii) David McClelland (3 Marks)
 - (iii) J. B. Say (3 Marks)
 - (iv) Richard Cantillon (3 Marks)
- (b) Identify and explain FIVE primary marketing strategies most common to small and medium enterprises. (8 Marks)