

The Co-operative University of Kenya

END OF SEMESTER EXAMINATION DECEMBER-2018

**EXAMINATION FOR THE DEGREE OF BACHELOR OF CO-OPERATIVE
BUSINESS**

UNIT CODE: BCOM 2108/HRD 2401

UNIT TITLE: ENTREPRENEURSHIP SKILLS

DATE: DECEMBER, 2018

TIME:

INSTRUCTIONS:

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

QUESTION ONE

- (a) Explain your understanding of the term entrepreneurship (4 marks)
- (b) “Entrepreneurs are both born and made” Discuss (6 marks)
- (c) Describe FIVE key factors that affect entrepreneurship development in a country (10 marks)
- (d) Discuss FIVE contributions of entrepreneurs to economic development (10 marks)

QUESTION TWO

- (a) Evaluate FIVE problems facing small enterprises in Kenya (10 marks)
- (b) Outline SIX key characteristics of entrepreneurs (6 marks)
- (c) Describe fair sources of business ideas (4 marks)

QUESTION THREE

- (a) Distinguish between an entrepreneur and a manager (4 marks)
- (b) Outline the components of business plan (6 marks)
- (c) Discuss FIVE cultural habits that favor entrepreneurial development (10 marks)

QUESTION FOUR

- (a) Discuss the concept of ‘creativity and innovation’ as applied in entrepreneurship (8 marks)
- (b) Explain FIVE myths associated with entrepreneurship (10 marks)

QUESTION FIVE

- (a) Discuss FIVE types of barriers to entrepreneurial innovation (10 marks)
- (b) Describe THREE strategies a business enterprise can apply to cope with competition (6 marks)
- (c) “Entrepreneurs are known to take calculated and moderates risks” Explain (4 marks)