



# **The Co-operative University of Kenya**

**END OF SEMESTER EXAMINATION AUGUST -2018**

**EXAMINATION FOR THE CERTIFICATE IN CO-OPERATIVE MANAGEMENT**  
**(YR I SEM II)**

**UNIT CODE: CCM 1115**

**UNIT TITLE: INTRODUCTION TO ENTREPRENEURSHIP**

**DATE: 22<sup>ND</sup> AUGUST, 2018**

**TIME: 2:00 PM – 4:00 PM**

## **INSTRUCTIONS:**

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

## **QUESTION ONE**

- (a) Define and give an example of small business enterprise (SME) (4 Marks)
- (b) Define the term Entrepreneurship and explain its characteristics. (8 Marks)
- (c) Define a business plan and explain its purpose (8 Marks)
- (d) Define the term theory and explain any **THREE** theories of entrepreneurship. (10 Marks)

## **QUESTION TWO**

- (a) Explain any five financial terms that every entrepreneur need to know. (10 Marks)
- (b) Explain the distinction between entrepreneurship and self-employed. (10 Marks)

## **QUESTION THREE**

- (a) Using a business of your choice, describe all the business plan elements. (10 Marks)
- (b) Discuss any five challenges facing businesses in Kenya. (10 Marks)

## **QUESTION FOUR**

- (a) Explain the role of small & medium enterprises (SME) in employment creation and achievement of vision 2030. (10 Marks)
- (b) Discuss the challenges facing SME performance in Kenya. (10 Marks)

## **QUESTION FIVE**

- (a) Explain the knowledge and skills required in small & medium enterprise (SME) management. (10 Marks)
- (b) Explain **FIVE** sources of funding one would use for a business startup indicating advantages and disadvantages. (10 Marks)