

CHUKA



UNIVERSITY

COLLEGE

UNIVERSITY EXAMINATIONS

**FIRST YEAR EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT**

BEN 121: ENTREPRENEURIAL EXPERIENCE

STREAMS: BENS Y1S2

TIME: 2 HOURS

DAY/DATE: TUESDAY 7/8/2012

8.30 A.M. - 10.30 A.M.

INSTRUCTIONS:

1. Answer question One and any other two questions.
2. Do not write on the question paper.

Question One:

Participants in a traders workshop hosted by CUC have requested you to provide brief explanations on the following issues. Based on your recently acquired experience in entrepreneurship, provide the participants with appropriate explanations (use practical examples).

- (a) Entrepreneurship experience. [5 marks]
- (b) Personal information management. [5 marks]
- (c) The challenges of managing MSES in Kenya. [5 marks]
- (d) Role of enterprise culture in entrepreneurship development. [5 marks]
- (e) Why organizations should embrace and nurture entrepreneurs. [5 marks]
- (f) Social entrepreneurship role in economic development. [5 marks]

Question Two:

Chuka University College is having a seminar entitled “The Challenges to the development of Micro and small enterprises sector in Kenya”. As an expert in entrepreneurship you have been selected to present a paper in that Seminar. Provide the contents of the same. (Use practical examples). [20 marks]

Question Three:

Certain environmental factors contribute prominently to the entrepreneurial behaviour. Discuss how these factors affect entrepreneurial behaviour. [20 marks]

Question Four:

According to Higgins (1968), entrepreneurship is what fuels our capitalistic economic systems and economic development depends on the number and ability of entrepreneurs in a nation. Discuss this statement in view of the critical role of entrepreneurship in economic growth.

[20 marks]

Question Five:

(a) The development of entrepreneurs and entrepreneurship can be traced from the earliest period, middle ages, 17th, 18th, 19th, 20th, 21st centuries. Give a brief account of the historical development of entrepreneurs and entrepreneurship in the 17th and 20th century.

[10 marks]

(b) Discuss the barriers to creativity and innovation.

[10 marks]
