

**RONGO UNIVERSITY THIRD YEAR SECOND SEMESTER EXAMINATION**

**FOR 2016/2017**

**COURSE CODE: CMM 313/SAS 302**

**COURSE TITLE: ENTREPRENEURSHIP SKILLS**

**INSTRUCTIONS TO CANDIDATES**

- Answer question one and any other three questions
- The duration of the paper is three hours

**QUESTION ONE**

- (a) To evaluate all aspects of the economic viability of a business venture, one needs to develop a business plan. Given this significance, discuss the content of a business plan (10 marks)
- (b) Highlight five challenges faced when starting small scale enterprises in Kenya (10marks)
- (c) It is true that not everyone is suited to be an entrepreneur – and not everyone has the necessary skills to do so successfully. Given these differences, enumerate ten characteristics of successful entrepreneurs. (5marks)

**QUESTION TWO**

- (a) Entrepreneurs are an asset to the nation. Discuss five ways in which this can be demonstrated in our society. (10marks)
- (b) Highlight five advantages of self-employment (5marks)

**QUESTION THREE**

- (a) Innovation is by far the primary factor that governs the very creation of a small business but people have varied beliefs on entrepreneurship. Discuss five myths that people have about entrepreneurs (10marks)
- (b) Explain five roles of entrepreneurs in business management (5marks)

**QUESTION FOUR**

- (a) Outline ten types of entrepreneurs (5marks)
- (b) Explain five uses of a business plan document to a potential or practicing entrepreneur in Kenya today. (10marks)

**QUESTION FIVE**

- (a) Business objectives need to be SMART for any entrepreneur to be on track of positive venture performance. For a business of your choice, formulate five business objectives that meet the required qualities. (10marks)
- (b) Assess five sources of finance to a business venture (5marks)