



# **GRETSA UNIVERSITY - THIKA**

**UNIVERSITY EXAMINATIONS  
JANUARY – APRIL 2019 SEMESTER**

## **CERTIFICATE IN BUSINESS MANAGEMENT**

**COURSE CODE: CIEN 001**

**COURSE TITLE: FUNDAMENTALS OF ENTREPRENEURSHIP**

**DATE: 11 APRIL 2019**

**TIME: 11.30 AM – 2:30 PM**

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### **INSTRUCTIONS TO CANDIDATES**

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

**CAUTION:** *All exam rooms are under CCTV surveillance during the examination period.*

## **SECTION A: COMPULSORY**

### **Question One**

- a) Discuss the qualities of an entrepreneur [5 marks]
- b) Outline the sources of business idea [5 marks]
- c) Explain the factors that promote entrepreneurial development [5 marks]
- d) Using a curve elaborate the business life cycle [5 marks]
- e) Explain the factors to consider when starting a business enterprise [10 marks]
- f) Discuss the advantages of sole proprietorship as a form of business ownership [10marks]

## **SECTION B: ANSWER ANY THREE QUESTIONS**

### **Question Two**

- a) Outline the characteristics of a good business opportunity [10 marks]
- b) Discuss the sources of business finance [10 marks]

### **Question Three**

- a) Explain the disadvantages of partnership as a form of business organisation [10 marks]
- b) Elaborate the causes of business failure [10 marks]

### **Question Four**

- a) Explain the functions of management in an enterprise [10 marks]
- b) Discuss the contribution of entrepreneurship to national development [10 marks]

### **Question Five**

- a) Explain the 4p's of marketing [5 marks]
- b) Discuss the components of a good business plan [5 marks]
- c) Discuss the social responsibility role and enterprise has to its employees, suppliers, community and natural environment [10 marks]