



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

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]