



GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS JANUARY-APRIL 2025 SEMESTER

CERTIFICATE

COURSE CODE: CIEN 001

COURSE TITLE: FUNDAMENTALS OF ENTREPRENEURSHIP

DATE: 5 APRIL 2025

TIME: 11.00 AM – 1.00 PM

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **TWO** 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) Describe five traits and characteristics that differentiate entrepreneurs from common people. **[10 marks]**
- b) Briefly explain any five sources of business ideas for entrepreneurs. **[10 marks]**
- c) Define the term entrepreneurial opportunity and list any four characteristics of a good business idea. **[10 marks]**

SECTION B: ANSWER ANY TWO QUESTIONS

Question Two

- a) Describe five ways through which an entrepreneur can motivate his/her workers. **[10 marks]**
- b) Describe five reasons why individuals venture into entrepreneurship. **[10 marks]**

Question three

- a) Identify five common stages in a business life cycle. **[10 marks]**
- b) Briefly explain the various ways that young entrepreneurs can finance their businesses. **[10 marks]**

Question Four

- a) Apply Abraham Maslow's Hierarchy of needs theory to explain motivation in entrepreneurship. **[10 marks]**
- b) Identify any five types of entrepreneurs. **[10 marks]**

Question five

- a) Give five reasons why many entrepreneurs opt to form a sole proprietorship as a way of running their business venture. **[10 marks]**
- b) Describe any five factors that promote entrepreneurial culture. **[10 marks]**