



MACHAKOS UNIVERSITY COLLEGE

(A Constituent College of Kenyatta University)
University Examinations for 2015/2016 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ENTREPRENEURSHIP AND MANAGEMENT
SCIENCES

FIRST SEMESTER EXAMINATION FOR
CERTIFICATE IN SUPPLY CHAIN MANAGEMENT
CERTIFICATE IN BUSINESS MANAGEMENT

CPS 104/CBM 106 ENTREPRENEURSHIP EDUCATION AND BUSINESS PLAN

Date: 9/8/2016

Time: 8:30 – 10: 30 AM

INSTRUCTIONS

Answer question ONE and any other TWO questions

QUESTION ONE

- a) Highlight **FIVE** contributions of entrepreneurs to national development. (10 marks)
- b) Explain **FIVE** cultural habits that promote entrepreneurial development (10 marks)
- c) Discuss the **FOUR** categories of entrepreneurs as classified by Clarence Danhof. (8 marks)
- d) State **FOUR** importance of writing a business plan. (2 marks)

QUESTION TWO

- a) Explain **FIVE** characteristics of entrepreneurs (10 marks)
- b) In **FIVE** ways differentiate between an entrepreneur and a business person. (10 marks)

QUESTION THREE

- a) Define an enterprise. (2 marks)
- b) Highlight **FIVE** factors to consider when starting an enterprise. (10 marks)

- c) Explain **FOUR** causes of business failure. (8 marks)

QUESTION FOUR

- a) Explain **THREE** sources of finance (6 marks)
b) Explain the meaning of the term enterprise social responsibility. (2 marks)
c) Explain **SIX** roles of an enterprise social responsibility towards the business. (12 marks)

QUESTION FIVE

- a) Explain the meaning of the 4 'Ps' as used in marketing mix. (8 marks)
b) Describe any **SIX** parts of a business plan. (12 marks)