



MACHAKOS UNIVERSITY

University Examinations 2019/2020 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

FIRST YEAR SECOND SEMESTER EXAMINATION FOR
CERTIFICATE IN FOOD AND BEVERAGE PRODUCTION (TVET)

CERTIFICATE IN FASHION DESIGN

ENTREPRENEURSHIP

DATE: 25/3/2020

TIME: 8.30-11.30 AM

INSTRUCTIONS: Answer Question One and Any Other Four Questions

- 1
 - a) Define the following term: -
 - i. creativity
 - ii. business plan
 - iii. business opportunity
 - iv. business idea
 - v. enterprise management (10 marks)
 - b) State 8 sources of business finance (4 marks)
 - c) List 6 classes of enterprises (6 marks)
- 2
 - a) Describe the process of creativity and innovation. (15 marks)
 - b) Outline 5 benefits of a business plan. (5 marks)
- 3
 - a) Describe the process of starting a small enterprise. (10 marks)
 - b) State 10 reasons why business fails. (10 marks)
- 4
 - a) List 5 advantages and 5 disadvantages of partnership. (10 marks)
 - b) Explain how to manage any 5 enterprise resources of your choice. (10 marks)
- 5
 - a) Explain any 5 qualities of a good business idea. (10 marks)
 - b) Describe partnership as a form of business (5 marks)
 - c) Outline 5 barriers to creativity and innovation. (5 marks)
- 6
 - a) State the 6 parts of a business plan. (6 marks)
 - b) Describe 4 factors to consider when starting a business. (8 marks)
 - c) Explain 3 support services that an entrepreneur should engage in. (6 marks)