



MACHAKOS UNIVERSITY

University Examinations 2019/2020 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

FIRST YEAR THIRD SEMESTER EXAMINATION FOR

CERTIFICATE IN FOOD & BEVERAGE

CERTIFICATE IN FASHION DESIGN

1801,1802/101: ENTREPRENEURSHIP

DATE: 15/12/2020

TIME: 8:30 – 11:30 AM

INSTRUCTIONS

Answer question one and any other four questions

1. (a) Define the following terms.
 - i. Entrepreneur
 - ii. Entrepreneurship
 - iii. Emerging trends
 - iv. Business idea
 - v. Business plan(10 marks)
- (b). Outline any 5 ways of becoming an entrepreneur. (5 marks)
- (c). Differentiate between salaried and self employment. (4 marks)
- (d) State any 5 emerging trends in Entrepreneurship (5 marks)
- (e) Outline any 8 sources of business ideas. (8 marks)
- (f) List 8 major causes of business failure. (8 marks)

SECTION B ; Attempt any 4 questions.

2. (a) Describe the challenges of political instability as an emerging trend. (5 marks)
- (b) State 4 types of entrepreneurs (4 marks)

- (c) Explain any the following **characteristics** of an entrepreneur;
- i) future oriented ii) independence iii) goal oriented (6 marks)
3. (a) Outline 5 reasons why people go into self employment. (5 marks)
- (b) Describe the executive summary of a business plan. (6 marks)
- (c) Explain 2 uses of a business plan. (4 marks)
4. (a) Define the term sole proprietorship (2 marks)
- (b) State any 8 sources of business finances (4 marks)
- (c) Explain 3 factors to consider in starting an enterprise. (9 marks)
5. (a) Differentiate between a business idea and opportunity (4 marks)
- (b) State 3 advantages of partnership
- (c) Entrepreneurship contributes a lot to the national development. Explain any **FOUR** of these contributions.
6. (a) State 3 advantages of good communication in an enterprise. (3 marks)
- (b) Outline any 4 differences between an entrepreneur and a businessman (8 marks)
- (c) State any 4 latest emerging trends (4 marks)