



MURANG'A UNIVERSITY COLLEGE (MRUC)

(A Constituent College of Jomo Kenyatta University of Agriculture & Technology)

CHM 1121: ENTREPRENEURSHIP STUDIES

END OF SEMESTER EXAMS JANUARY-APRIL 2015

HT/fb/hk/ct/14D

ANSWER ALL QUESTIONS TIME: 2 Hours

1. a) Explain the FOUR steps involved in starting a business (8 marks)
b) In view of the forms of business organization, discuss fully the two major types (12 marks)
2. Discuss the difficulties entrepreneurs face in raising finances and the remedies to those problems (20 marks)
3. a) Explain the following aspects associated with business environment (9 marks)
 - i. Social
 - ii. Political
 - iii. Economicb) Discuss “**technology choice**” for entrepreneurial venture (11 marks)
4. a) Explain any FOUR strategies the government of Kenya has implemented to assist young entrepreneurial firms (8 marks)
b) Discuss tendering process under the following: (12 marks)
 - i. Six conditions to be met by a tenderer
 - ii. Three methods of tender
5. An entrepreneur must be prepared to adhere to certain important business ethical values in the practice of entrepreneurship. Discuss TEN such values. (20 marks)