



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/DHM/14B

DATE: 22ND APRIL 2015

TIME: 2 HOURS

ANSWER ALL QUESTIONS

1. (a) Explain FIVE factors to be considered when starting a successful business (10 marks)
(b) There are TWO types of entrepreneurs. Explain (4marks)
(c) Discuss the role of Entrepreneurship Studies to an individual (6marks)
2. (a) Explain FIVE objectives of entrepreneurship (10marks)
(b) Outline FIVE factors to be considered when selecting a business site (10 Marks)
3. Explain the TWO major forms of business ownerships giving TWO advantages & TWO disadvantages of each (20 Marks)
4. (a) Explain the term "BUSINESS IDEA" (3marks)
(b) Outline FIVE sources of business Ideas (5marks)
(c) Discuss "BUSINESS OPPORTUNITY" outlining any of its **FIVE** Characteristics (7marks)
(d) Explain the Procedure of Identification and Evaluation of a Business Opportunity (5marks)
5. Discuss the concept of **business incubation** in relation to Entrepreneurship (20 Marks)