

KIBU-EDD 018



KIBABII UNIVERSITY

**UNIVERSITY EXAMINATION
ACADEMIC YEAR 2019/2020**

**SECOND YEAR SECOND SEMESTER SPECIAL EXAMINATION
FOR THE DIPLOMA IN EDUCATION**

COURSE CODE: EDD 018

COURSE TITLE: FUNDAMENTALS AND PRINCIPLES OF ENTREPRENEURSHIP

DATE: 9TH NOVEMBER 2020

TIME: 2:00- 4:00 PM

INSTRUCTIONS TO CANDIDATES

Answer Question One (compulsory) and Any other TWO (2) Questions

KIBU observes ZERO tolerance to examination cheating

This Paper Consists of 3 Printed Pages. Please Turn Over. ➡



**Kibabii University ISO 9001:2015 Certified
Knowledge for Development**

QUESTION ONE

- a) Define the following terms
- i) Entrepreneurship (2mks)
 - ii) Entrepreneur (2mks)
 - iii) Debentures (2mks)
 - iv) Lease financing (2mks)
 - v) Business plan (2mks)
- b) State ten prospects of entrepreneurship education to an economy (10mks)
- c) Identify five key sources of generating business ideas (5mks)
- d) Name five factors considered when choosing a source of business finance (5mks)

QUESTION TWO

- a) Discuss seven steps considered when starting a small enterprise venture (14mks)
- b) Identify six invention steps that entrepreneurs rapidly and repeatedly apply to survive competition. (6mks)

QUESTION THREE

- a) List eight marketing activities carried out within a small enterprise (8mks)
- b) Discuss six importance of bookkeeping in an enterprise (12mks)

QUESTION FOUR

- a) Identify ten principal operations considered in guiding business success. (10mks)
- b) Discuss five characteristics of a potential supplier (10mks)

