



KIBABII UNIVERSITY

UNIVERSITY EXAMINATION ACADEMIC YEAR 2021/2022

FIRST YEAR FIRST SEMESTER SPECIAL/SUPPLEMENTARY EXAMINATIONS FOR DIPLOMA IN EDUCATION

COURSE CODE: EDD 018

COURSE TITLE: FUNDEMENTALS AND PRINCIPLES OF ENTERPRENUERSHIP

DATE: Wednesday 23rd November 2022 **TIME:** 08:00-10:00 **HRS:** **DURATION:** 2HOURS

INSTRUCTIONS TO CANDIDATES

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

KIBU observes ZERO tolerance to examination cheating

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SECTION A: ANSWER ALL QUESTIONS

INSTRUCTIONS: ANSWER QUESTION ONE IS COMPULSORY AND ANY OTHER TWO.

QUESTION ONE

- a) Define the following terms
 - i) A business plan
 - ii) A business idea
 - iii) Entrepreneurial competencies
 - iv) Business ethics
 - v) Innovation
 - vi) Business opportunity
- b) Outline five characteristics of an entrepreneur (5MKS)
- c) Identify seven invention steps that entrepreneurs rapidly and repeatedly apply to revive competition (10MKS)
- d) Identify five key sources of business ideas (5MKS)
- e) Name and explain five factors that influence entrepreneurial practices (10MKS)

SECTION B: ATTEMPT ANY TWO QUESTIONS

QUESTION TWO

- a) Outline five sources of business finance (5MKS)
- b) State and explain five marketing activities carried out within a small enterprises (5MKS)
- c) Outline five management features of small business (5MKS)

QUESTION THREE

- a) Discuss five problems faced by small scale business owners or managers (5MKS)
- b) Identify five principles considered in guiding business succession in a family (5MKS)
- c) Outline five factors that may cause business succession (5MKS)

QUESTION FOUR

- a) Briefly discuss the basic principles of enterprise social responsibility (5MKS)
- b) Discuss five importance of ethical issues in a business (5MKS)
- c) Outline the importance of a business plan (5MKS).