



EMBU UNIVERSITY COLLEGE
(A CONSTITUENT COLLEGE OF THE UNIVERSITY OF NAIROBI)

TRIMESTER EXAMINATIONS 2013/2014
FIRST YEAR EXAMINATION FOR THE CERTIFICATE IN
COMPUTER REPAIR AND MAINTENANCE
CRM 026: ENTREPRENEURSHIP

DATE: AUGUST 7, 2014

TIME: 8.30 – 10.30AM

INSTRUCTIONS:

Answer Question ONE and ANY Other TWO Questions.

QUESTION ONE

- a) Who is an entrepreneur? (2 marks)
- b) Define the following; (4 marks)
 - i) Business Opportunity
 - ii) Franchise
- c) What do you understand by the term 'Motivational theories of entrepreneurship? (5 marks)
- d) Define the term "Business Plan". (3 marks)
- e) What is "Social Responsibility", as applied in entrepreneurship? (3 marks)
- f) What are barriers to effective communication? (5 marks)
- g) What are the advantages of using Internet for communication? (5 marks)
- h) What are the main functions of reports? (3 marks)

QUESTION TWO

- a) What would drive an entrepreneur towards using his own idea to establish his business as opposed to buying a business opportunity or a franchise? (8 marks)

b) What are the motivations to networking?

(7 marks)

QUESTION THREE

Proponents of various schools of thought on the motivational theory of entrepreneurship have to come up with various arguments to explain why an entrepreneur would go into business. Explain the various schools of thought that you are conversant with. (15 marks)

QUESTION FOUR

- a) Whose responsibility is it to prepare the business plan? Why is this so important? (5 marks)
- b) Clearly explain five benefits that an entrepreneur stands to gain from a well prepared business plan. (10 marks)

QUESTION FIVE

- a) What are the advantages and disadvantages of using e-mail over telephone or the postal system as a form of communication? (8 marks)
- b) Differentiate between a Corporate Strategy and an IT strategy in entrepreneurship (4 marks)
- c) Why is it important for management to align the IT strategy to the Corporate Strategy? (4 marks)

---END---