



RIARA SCHOOL OF BUSINESS

NURTURING INNOVATORS

JANUARY-APRIL 2023 TRIMESTER

RCM 009-ENTREPRENEURIAL DEVELOPMENT

DATE: APRIL 2023

TIME: 2 HOURS

GENERAL INSTRUCTIONS:

Students are NOT permitted to write on the examination paper during reading time.
This is a closed book examination. Text book/Reference books/notes are not permitted.

SPECIAL INSTRUCTIONS:

1. Write your REGISTRATION NO. Clearly on the answer booklet(s).
2. **QUESTION ONE** is compulsory. Answer **ANY** other **TWO** questions of your choice
3. Questions in all sections should be answered in answer booklet(s).
4. Marks allocated to each question are shown at the end of the question.
5. PLEASE state the answer to EACH question on a NEW PAGE.
6. For the questions, write the number of the question on the answer booklet(s) in the order you answered them.
7. Write your answers in paragraph form unless stated otherwise.
8. Keep your phone(s) SWITCHED OFF at the front of the examination room.
9. Keep ALL bags and caps at the front of the examination room and do not refer to any unauthorized material before or during the course of the examination.
10. You are only allowed to leave the examination room 30 minutes to the end of the Examination.

QUESTION ONE

- a. Examine **five** ways in which entrepreneurs facilitate national development in Kenya. **(10 marks)**
- b. Explain the key highlights of each of the following theories of entrepreneurship: **(10 marks)**
 - i. McClelland's achievement motivation theory of entrepreneurship
 - ii. Alfred Marshall theory of entrepreneurship
- c. Discuss **five** forms of debt financing that can be obtained by an entrepreneur during the start and continuity of a business enterprise **(10 marks)**

QUESTION TWO

- a. Examine **five** benefits of video-conferencing to a business organization **(10 marks)**
- b. Outline **five** ways in which an entrepreneur could benefit from a patent **(10 marks)**

QUESTION THREE

- a. Describe **four** features of a good business name **(4 marks)**
- b. Illustrate **four** types of business incubators **(8 marks)**
- c. Examine **four** elements or components of a pitch deck **(8 marks)**

QUESTION FOUR

- a. Outline **eight** essential contents of a good business plan **(8 marks)**
- b. Analyze **three** factors influencing entrepreneurial development **(6 marks)**
- c. Discuss **three** sources of entrepreneurial stress at the start-up and business growth stages **(6 marks)**

END

