



**SECTION A [30 MAR KS]**

**Answer ALL questions from this Section.**

1. Define the following terms
  - a) Entrepreneur (2 marks)
  - b) Entrepreneurship (2 marks)
2. Many people use the terms “entrepreneur” and “small business owner” synonymously. In what ways do entrepreneurial ventures differ from small business? (4 marks)
3. One of the common sights in urban centers in the country today is the street food stall; as such street food business has regained popularity in recent years.
  - a) Briefly explain the three main categories of street food vendors (3 marks)
  - b) Highlight the factors contributing to the growth of street food vendors (5 marks)
4. Explain any four characteristics of entrepreneurship (4 marks)
5. A woman entrepreneur can be defined as a confident, innovative and creative woman capable of achieving self-economic independence individually or in collaboration, generates employment opportunities for others through initiating, establishing and running the enterprise by keeping pace with personal, family and social life.
  - a) Highlight the reasons why women become entrepreneurs (5 Marks)
  - b) Discuss the role and functions of Women entrepreneurs (5 Marks)

**SECTION B [40 MARKS]**

**Answer any TWO QUESTIONS in this Section.**

6. Entrepreneurial activity is a type of form giving activity, giving form to the wishes of the society, to ideas and to the raw material to be processed. In this context, discuss the role that entrepreneurship plays in meeting the needs of Food Distribution. (20 marks)
7. Franchising is “an arrangement whereby the manufacturer or sole distributor of a trade-marked product or service gives exclusive rights of local distribution to independent retailer - in return for their payment of royalties and conformance to standardized operating procedures.”

- a) Discuss the advantages of Franchising to the Franchisee. (5 marks)
  - b) Discuss the advantages of Franchising to the Franchisor. (5 marks)
  - c) At its simplest what entrepreneurs do can be viewed as a six-stage process; discuss. ( 10Marks)
8. Finance is a key input of production; as such it is a pre requisite for accelerating the process of industrial development. In this context, financial resources are essential for business, but particular requirements change as an enterprise grows.
- a) State and explain with relevant examples the three types of finances that entrepreneurs require. (10 Marks)
  - b) Discuss the different sources of finance that the entrepreneur can make use of in the process of business development. (10 Marks)