



**Q1 a) Define entrepreneurship (4marks)**

**b) Discuss the concept of entrepreneurship by bring out clearly the **four** basic aspects that defines an entrepreneur (16 marks)**

**c) Explain how family background of an entrepreneur prepares one to become an entrepreneur in future (10 marks)**

**Q2. Discuss the evolution of entrepreneurship in the 19<sup>th</sup> century (20 marks)**

**Q3.** Anyone considering starting a business needs first to consider if they are suited for it personally and professionally. In light of the above statement, discuss the factors you need to consider when assessing yourself if you are fit to start a new venture **(20 marks)**

**4 a) Market research and analysis helps the business owner understand the business environment. Through research, a business owner will be able to gather certain information and data. Based on this statement, discuss the information needed to conduct market research (10 marks)**

**b) Discuss the factors considered when selecting a business location(10 marks)**

**Q5. a) Identify and explain the elements that should appear on the cover page of a business plan (10 marks)**

**b) Discuss the tips for writing a good business plan (10 marks)**