



*(The University of Choice)*

**MASINDEMULIROUNIVERSITY OF  
SCIENCE AND TECHNOLOGY  
(MMUST)  
KISUMU CAMPUS**

**EXAMINATIONS  
2015/2016 ACADEMIC YEAR**

**FIRST YEAR FIRST SEMESTER EXAMINATIONS**

**FOR CERTIFICATE  
IN  
BUSINESS MANAGEMENT**

**COURSE CODE: CIB 100**

**COURSE TITLE: BUSINESS STUDIES**

**DATE: SEPTEMBER 2016 TIME: 2 HOURS**

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**INSTRUCTIONS TO CANDIDATES**

Answer question One and any other Two questions

### QUESTION ONE

#### QUESTION ONE

a) A business plan is a written statement of what an entrepreneur hopes to achieve in his/her business and how he/she is going to achieve it. Discuss the benefits it brings to an entrepreneur. [10 marks]

b) Briefly discuss the essentials or components of a good business plan. [15 marks]

### QUESTION TWO

Explain the factors that lead to most SME's not being able to survive their first year of business? [15 marks]

### QUESTION THREE

Explain the role and significance of an entrepreneur in developing an economy. [15 marks]

### QUESTION FOUR

Describe the five phases of the Entrepreneurial Process [15 marks]

### QUESTION FIVE

Discuss the role of the environment in stimulating entrepreneurial behavior [15 marks]

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