

COURSE CODE: ENT 414

CREDIT UNIT: 2

COURSE TITLE: VENTURE CREATION AND GROWTH

TIME ALLOWED: 3 HOURS

Instruction: 1. Attempt question number one (1) and any other three (3)

2. Question number one (1) is compulsory and attracts 25 marks, while any other three questions attract 15 marks each

3. Present your answers any points in a clearly and orderly manner

Question One (1a): As an entrepreneur, describe the various ways by which a would be entrepreneur can possibly start a business?. (25marks)

Question Two (2) As a prospective entrepreneur, there are several characteristics an entrepreneur is to possess. Give ten characteristics of an entrepreneur and explain five. 15marks

Question Three (3): As an entrepreneur it is important to understand the various marketing mix variable which are important for their growth. Discuss the four marketing mix variables (15marks)

Question Four (4): as an entrepreneur, there are major driving forces of an entrepreneur.. Discuss

(15 marks)