



AMREF INTERNATIONAL TRAINING CENTER

Qualification Code :
Qualification : Level 5
Unit Code :
Unit of Competency : **Demonstrate Entrepreneurial Skills**

WRITTEN ASSESSMENT

Time: 3 HOURS

INSTRUCTIONS TO CANDIDATE

1. Marks for each question are indicated in the brackets.
2. The paper consists of **TWO** sections: **A** and **B**.
3. Candidates are provided with a separate answer booklet
4. **DO NOT** write on this question paper.

This paper consists of THREE (3) printed pages
Candidates should check the question paper to ascertain that all pages
are printed as indicated and that no questions are missing.

SECTION A. [40MARKS]

Answer All Questions in This Section.

1. Define the following
 - a) Entrepreneurship. (2 mark)
 - b) Self-employment. (2 mark)
2. You are part of a team that has been chosen to give a presentation on the importance of customer feedback. Outline THREE points you consider in your presentation (3marks)
3. Pesipesi would like to start a business after his studies talk to him about. Identify THREE ways of becoming an entrepreneur (3marks)
4. Running a business means taking risks. State FOUR threats in a business (4marks)
5. Highlight FOUR components of social factors that affect entrepreneurship in Kenya. (4marks)
6. A diploma student wants to venture into a small business. Outline THREE importance of self-employment (3marks)
7. An entrepreneur identifies business opportunities. Name THREE ways of generating business ideas. (3marks)
8. Highlight THREE types of business one can venture (3marks)
9. Innovation is a vital phase of development in a business, state FOUR importance of innovation. (4marks)
10. Entrepreneurship has been embraced in Kenya. Outline FOUR factors inhibiting entrepreneurship in Kenya. (4marks)
11. Company X has been experiencing the same number of sales for the past four months
 - a) Identify the phase of the business. (2marks)
 - b) Highlight THREE ways they can change the situation. (3marks)

SECTION B:60 MARKS.

Answer question 13 and any other two.

12. Entrepreneurs create innovative products, services, or solutions, often with the goal of addressing a gap in the market, solving a problem, or fulfilling a need. You as an entrepreneurship student Assume you have the required resources;
- a) Identify a business activity you will pursue in your area and explain FOUR reasons for your choice. [10marks]
 - b) Discuss FIVE challenges you faced in starting the activity. [10marks]
13. In a training session, one of the facilitators emphasized the importance of entrepreneurship to the national development of a country.
- a) Explain FIVE ways to support this emphasis. (10marks)
 - b) Discuss FIVE ways that the government supports entrepreneurs in Kenya. (10marks)
14. A TVET institution is in the process of developing a training manual. You have been allocated the unit of entrepreneurship.
- a) Explain FIVE sources of a business that you would include in the manual. (10marks)
 - b) Discuss FIVE components of a business plan that you would include. (10marks)
15. A young graduate has a dream of starting an enterprise and has approached you for an advice
- a) Explain FIVE factors that should be considered when sourcing finances to start an enterprise. (10 marks)
 - b) Discuss FIVE characteristics of sole proprietorship. (10marks)