



AMREF INTERNATIONAL TRAINING CENTER

Qualification Code : 041354104B
Qualification : Assistant Community Health Officer Level 5
Unit Code : HE/OS/CH/BC/05/5/A
Unit of Competency : Apply Entrepreneurial skills

CANDIDATE WRITTEN ASSESSMENT

Time:3 Hours

INSTRUCTIONS TO CANDIDATE

1. The paper consists of **TWO** sections: A and B.
2. Marks for each question are indicated in the brackets.
3. Do not write on the question paper.
4. A separate answer booklet will be provided.

This paper consists of THREE (3) printed pages

Candidates should check the question paper to ascertain that all the pages are printed as indicated and that no questions are missing

SECTION A:(40 MARKS)

Answer all the questions in this section.

1. Define the following terms as used in entrepreneurship.
 - a. Innovation (2 Marks)
 - b. Business plan (2 Marks)
2. Martin intends to start a business in his rural market. Identify FOUR factors he should consider when starting the business (4marks)
3. Business plan is a crucial tool for a business growth, Highlight four advantages of a good business plan. (4marks)
4. An entrepreneur is a very important person in the economy of a country. Identify FOUR reasons why an entrepreneur establishes a business. (4marks)
5. Entrepreneurship is a profitable profession . Name FIVE challenges that might be experienced by a new entrepreneur in Kenya (4marks)
6. Identify Four ways in which you can cut unnecessary expenses in your organization. (4marks)
7. Business operates within a legal frame work. Highlight FOUR legal aspects a business operates under. (4marks)
8. Business communication is important in a successful business. Highlight FOUR barriers to effective business communications. (4marks)
9. Mention FOUR major entrepreneurial competencies that enables an entrepreneur to manage an enterprise smoothly. (4marks)
10. As a young community health Assistant willing to be an entrepreneur outline FOUR sources of finance to raise capital to start a workshop. (4marks)

SECTION B:60MARKS

Answer Q.11A and any other TWO questions from this section

11. Unemployment has been an issue in Kenya since independence. Young people always wait for white collar jobs after schooling yet there are many opportunities to earn a living with.
- a. Describe Five ways of generating good business ideas. (10marks)
 - b. As a young entrepreneur discuss FIVE ways in which you can evaluate a business opportunity if it's viable. (10marks)
12. When a business is starting and growing it goes through various stages in its life cycle.
- a. Using a diagram discuss the stages of business life cycle. (12marks)
 - b. Describe FOUR support service available for small enterprises. (8marks)
13. Makena is a well-known businesswoman who runs several businesses in Kenya. She is contemplating opening several branches in East and Central African countries.
- a) Explain FIVE challenges that she may face by operating a multinational firm. (10marks)
 - b) Explain FIVE ways she may manage her employees. (10marks)
14. The world today is very dynamic, hence several emerging issues and trends, hence the need for innovation.
- a) Explain FIVE ways to innovation. (10marks)
 - b) Discuss FIVE barriers to innovation. (10marks)