

ENTREPRENEURSHIP II



CEN 301: ENTREPRENEURSHIP II ONLINE EXAM

DATE: APRIL 2026

TIME:

ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS

QUESTION 1 COMPULSORY (30 MARKS)

(a) Read the case study and answer the questions below.

Twiga Foods

Twiga Foods is a Kenyan agritech startup founded to solve inefficiencies in the agricultural supply chain. It connects small-scale farmers with urban vendors (like market sellers and small retailers) through a mobile-based B2B platform, improving access to markets and reducing waste and costs associated with traditional supply chains. By using mobile ordering and digital payments (like M-Pesa), Twiga aggregates produce from farmers and delivers it efficiently to vendors.

- (i) Explain the entrepreneurship problem that Twiga Foods was created to solve. **(2 Marks)**
- (ii) Discuss **TWO** innovative strategies that Twiga uses in its business model. **(4 Marks)**
- (iii) Explain **THREE** reasons why Twiga Foods is considered a successful entrepreneurial venture. **(6 Marks)**
- (b) Explain **THREE** roles that entrepreneurship plays in the economic development of an economy. **(6 Marks)**
- (c) Moses is in the process of starting an entrepreneurial venture in his home town of Kegecha. Advise him on **THREE** factors that he needs to consider when evaluating a business environment. **(6 Marks)**
- (d) Potential entrepreneurs are always in the business of looking for ideas for their startups. Explain **THREE** ways of finding business ideas. **(6 Marks)**

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QUESTION TWO

- (a) Entrepreneurship is influenced by various motivational factors. Discuss any **TWO** of these factors. **(4 Marks)**
- (b) Explain **THREE** characteristics of a small scale enterprise. **(6 Marks)**

QUESTION THREE

- (a) Negotiation is an important process in entrepreneurship. Explain **TWO** rules that an entrepreneur may use to negotiate effectively. **(4 Marks)**
- (b) Explain any **THREE** factors that distinguish entrepreneurs from intrapreneurs. **(6 Marks)**

QUESTION FOUR

- (a) Tabitha Karanja has been recognized as one of the most successful entrepreneurs not only in Kenya but beyond. In the light of this statement, outline **FOUR** characteristics of such an entrepreneur. **(4 Marks)**
- (b) Discuss **THREE** barriers to entrepreneurship. **(6 Marks)**

QUESTION FIVE

- (a) Jiel is the founder of Gentil Limited while Anne is the Human Resources Manager at Katlyn Limited. With regards to this statement, differentiate between an entrepreneur and a manager. **(4 Marks)**
- (b) Discuss **THREE** ways that an entrepreneur can use to assess the demand of a product. **(6 Marks)**

End of Exam