

SECTION A: COMPULSORY

QUESTION ONE (10mks)

- a) Define the following terms
 - i. Entrepreneur (1mks)
 - ii. Opportunities (1mks)
 - iii. Entrepreneurial culture (1mks)
 - iv. Success (1mks)
- b) Distinguish between an entrepreneurial mindset and entrepreneurial spirit? (2mks)
- c) Discuss the entrepreneurial process (4mks)

SECTION B: ANSWER ANY THREE QUESTIONS

QUESTION TWO (10mks)

- a) Consider the potential questions that you might ask yourself before you launch a venture. Discuss THREE questions that resonate with you and your personal experiences. (6mks)
- b) In designing a venture that is sustainable or capable of being self-funded, it is helpful to use specific tools to manage information. One such tool is a framework-a structure or outlined process that can be used to accomplish entrepreneurial goals through problem solving, idea generation and validation, and brainstorming. Discuss FOUR frameworks that you can use to inform your entrepreneurial path (4mks)

QUESTION THREE (10mks)

- a) Discuss:
 - i. TWO ethical issues you will consider when developing entrepreneurial opportunities (2mks)
 - ii. THREE legal issues you will consider when developing entrepreneurial opportunities (3mks)
- b) Differentiate between the adaptive model and the innovative model of problem solving (5mks)

QUESTION FOUR (10mks)

- a) Distinguish
 - i. Creativity (2mks)
 - ii. Innovation (2mks)

iii. Invention (2mks)

b) Describe the the creative process an entrepreneur can use (4mks)

QUESTION FIVE (10mks)

a) Discuss FOUR importance of research when developing new ideas (4mks)

b) Describe THREE models used in competitive analysis processes (6mks)

QUESTION SIX (10mks)

a) Discuss FOUR challenges that entrepreneurs face when developing opportunities (4mks)

b) Explain THREE emerging trends in entrepreneurship (6mks)