CAT REVISION QUESTIONS; MARCH 2020.

**HSM 4**

CONTENT; ENTERPRENEURSHIP AND BUSINESS PLAN.

1. Enumerate enterpreneual competencies/qualities of entrepreneurs(10marks)
2. List and describe the contents of a business plan(20 marks)
3. What is the importance of a business plan as a tool in entrepreneurship(10 marks)
4. Enumerate the procedures of starting a business(20 marks)
5. Describe the contents of Executive summary in a business plan(10 marks)
6. What are the types of entrepreneurs(5 marks)
7. List some of the factors impeding growth of entrepreneurship(10 marks)
8. Discuss entrepreneurial motivation(20 marks)
9. As an entrepreneur, discuss the application of SWOT analysis(15 marks)
10. Marketing is a very important aspect in entrepreneurship, Assuming you are the sole proprietor of a biomedical/surgical and non-pharmaceutical enterprise in Voi- list 10 marketing ideas that you will implement(20 marks)
11. Discuss the 4 P’s in marketing (20 marks)
12. What are the factors that have contributed to the growth of entrepreneurship in Kenya (15 marks)
13. A surgeon set up a clinic in a distant rural center, the business was closed after six months. identify 4 possible causes for the failure (12 marks)
14. Entrepreneurship is becoming the driving force behind most economies in the world and most governments support it. Explain why entrepreneurship is important to these economies (20 Marks)
15. Outline 5 factors that the government of Kenya may take to encourage entrepreneurship in the country (10 marks)