

INSTRUCTIONS: ATTEPT ALL QUESTIONS

The Assessment test is out of 40% the other 60% will be on the term paper that you will submit at the end of the semester.

1. Discuss what you understand by the following terms: (10 Marks)
 - a) Entrepreneur –
 - b) Idea validation –
 - c) Business plan –
 - d) Sole proprietorship –
 - e) Crowdfunding –

2. State Five characteristics of an entrepreneur. (10 Marks)

3. State Five theories of entrepreneurship. (10 Marks)

4. What is a market analysis (5 Marks)

5. Define the term Human resource management. (5 Marks)