



**EMBU UNIVERSITY COLLEGE  
(A CONSTITUENT COLLEGE OF THE UNIVERSITY OF NAIROBI)**

**SECOND SEMESTER EXAMINATIONS 2013/2014**

**SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF  
SCIENCE AGRIBUSINESS MANAGEMENT**

**AEB 104: ENTREPRENEURSHIP AND SMALL BUSINESS**

**DATE: APRIL 9, 2014**

**TIME: 11.00AM - 1.00PM**

**INSTRUCTIONS:**

**Answer Question ONE and ANY Other TWO Questions.**

**QUESTION ONE (30 MARKS)**

- a) Define the term entrepreneurship. (3 marks)
- b) Explain the skills required in entrepreneurship. (5 marks)
- c) Differentiate between intrapreneurial and entrepreneurial mindset. (4 marks)
- d) Explain the characteristics of an entrepreneur. (6 marks)
- e) Outline the risks faced in developing new products. (5 marks)
- (f) Explain the key functions involved in managing new businesses. (5 marks)
- g) Entrepreneurship is a creative activity. Explain. (2 marks)

**QUESTION TWO**

- a) Briefly explain the role of entrepreneurship in the economic development. (5 marks)
- b) Explain the sources of new ideas for entrepreneurs. (5 marks)
- c) Discuss the growth stages a new business has to go through. (10 marks)

**QUESTION THREE**

a) Marketing is said to be crucial in entrepreneurship process. What are the marketing concepts that one must consider for successful entrepreneurship process. (10 marks)

b) Write short notes on the following terms used in entrepreneurship? (10 marks)

i) Market testing

ii) Fuzzy front end

iii) Demand management

iv) Marketing research

v) New product development

**QUESTION FOUR**

Explain the key factors influencing the success of Agribusiness firms in Kenya. (20 marks)

**QUESTION FIVE**

Discuss the advantages and disadvantages of buying an existing business. (20 marks)

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