

**W1-2-60-1-6**

**JOMO KENYATTA UNIVERSITY**

**OF**

**AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2015/2016**

**FIRST SPECIAL/SUPPLEMENTARY EXAMINATION FOR THE**

**CERTIFICATE IN BUSINESS ADMINISTRATION**

**HCB 0107: ENTREPRENEURSHIP SKILLS**

**DATE: DECEMBER 2015 TIME: 1 ½ HOURS**

**INSTRUCTIONS: ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (COMPULSORY) (30 MARKS)**

1. Explain the role of entrepreneurship. [3 marks]
2. State FOUR objectives of starting a small business. [4 marks]
3. Explain the term entrepreneurship. [1 mark]
4. Differentiate between an entrepreneur and entrepreneurship. [2 marks]
5. Mention FOUR entrepreneurs’ skills one needs to run a business. [4 marks]
6. Mention FOUR methods of generating business ideas. [4 marks]
7. Successful entrepreneurs possess particular characteristics.

Discuss any THREE. [3 marks]

1. Describe FOUR functions of an entrepreneurship. [4 marks]

**QUESTION TWO (15 MARKS)**

1. State and explain FOUR factors to consider when marketing

a new product. [8 marks]

1. Describe various steps in starting a successful business. [7 marks]

**QUESTION THREE (15 MARKS)**

1. Briefly describe the various sources of finance available to small

businesses in Kenya. [5 marks]

1. Briefly explain SIX challenges faced by small business. [6 marks]
2. Explain FOUR objectives of starting a small business. [4 marks]

**QUESTION FOUR (15 MARKS)**

1. Explain why businesses fail. [7 marks]
2. The success of any business depends on a business plan. Explain. [4 marks]
3. Briefly explain what motivates people into business. [4 marks]