

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

## JOMO KENYATTA UNIVERSITY

**OF**

**AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2016/2017**

**EXAMINATIONS FOR THE DIPLOMA IN PUBLIC RELATION AND MASS COMMUNICATION**

**HRD 0201: ENTREPRENEURSHIP SKILLS**

**DATE: JUNE 2017 TIME: 1.5 HOURS**

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

QUESTION ONE (20 MARKS)

a) All entrepreneurs are business people but not all business people are entrepreneurs. Entrepreneurs tend to be more creative and innovative than just ordinary business people as they have more than one business plan. Explain five sources of generating a business idea (10 marks)

b) Things are never easy for small business owners. No matter how hard they try, there are always problems to solve. Discuss in details some of the issues in small business management (10 marks)

QUESTION TWO (20 MARKS)

a) A business plan is a document that spells out the goals and objectives of a business and clearly outlines how and when these goals will be achieved. Using the knowledge you have acquired in class, identify a business of your choice prepare a simple business plan for the business (10 marks)

b) Entrepreneurs have played a major role in our society discuss (5 marks)

c) What is meant by “private sector enterprise” (5 marks)

QUESTION THREE (20 MARKS)

a) There are various theories that explain the phenomenon of entrepreneurship. Describe any three (5 marks)

b) Explain some of the reasons entrepreneurs go into business (5 marks)

c) Financing of any business is essential. An entrepreneur needs to get financing, where should an entrepreneurs solicit financing for his business (5 marks)

d) What is meant by seed capital financing? What does the entrepreneur need to do to convince the investor to get money (5 marks)

QUESTION FOUR (20 MARKS)

a) The government plays a big role in the development of small business. Discuss (5 marks)

b) Explain the five strategies that could be adopted by an entrepreneur to retain his/her customer (5 marks)

c) By use of appropriate examples, discuss why a firm would invest in a global market, in your discuss show some of the limitations experienced by the firms (5 marks)

d) Explain the first two elements in the innovation process (5 marks)