

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

**JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY**

**University Examinations 2018/2019**

**EXAMINATION FOR THE DEGREE OF BACHELOR**

**ABA 2401/HRD 2401: ENTREPRENEURSHIP SKILLS**

**DATE: DECEMBER, 2018 TIME: 2 HOURS**

INSTRUCTIONS: ANSWER QUESTION ONE COMPULSORY AND ANY OTHER TWO QUESTIONS

**QUESTION ONE: 30 MARKS**

a. Being a successful entrepreneur requires a great deal of resourcefulness, because as an entrepreneur, you often run into dead ends throughout the course of your career. You need to be able to bounce back from losses if you want to be successful. Discuss the entrepreneurial development success factors. (10 marks)

b. Write short notes on the following terms as applicable in entrepreneurship:- (10 marks)

i. Creativity

ii. Self-employment

iii. Innovation

iv. Intrapreneurship

v. Marketing

c. As a prospective entrepreneur, it is imperative to have a good business plan. Elucidate five benefits that one gain from a good business plan. (10 marks)

**QUESTION TWO: 20 MARKS**

a. Failure to plan is planning to fail. What five macro-analysis should entrepreneurs carry out to prevent their enterprise from failing. (5 marks)

b. Using five reasons, explain why entrepreneurs fail to plan for their business. (5 marks)

c. Expound on the importance of thinking global when it comes to management of an enterprise. (5 marks)

d. Describe briefly the factors that influence the choice of location of a business. (5 marks)

**QUESTION THREE: 20 MARKS**

a. Explain the various sources for entrepreneurial finance. (10 marks)

b. Describe the three legal forms that are available for entrepreneurship in structuring their ventures. (3 marks)

c. An entrepreneur is mostly like a distance runner who runs mainly to try to better his or her pervious time over distance. Discuss this statement.

(7 marks)

**QUESTION FOUR: 20 MARKS**

Entrepreneurship is the persistent progression towards an innovative solution to a

key problem. It’s the constant hunger for making things better. With this in mind,

Discuss the entrepreneurship contribution to economic development.

**QUESTION FIVE: 20 MARKS**

a. Define the term business incubation and explain the main causes of business incubation. (10 marks)

b. How do markets determine the success of enterprises. (8 marks)

c. Explain four characteristics of a good business opportunity. (2 marks)