

 W1-2-60-1-6

JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY

**UNIVERSITY EXAMINATION 2017/2018**

**SECOND YEAR SECOND SEMESTER EXAMINATION FOR THE DIPLOMA IN MASS COMMUNICATION/DIPLOMA IN PUBLIC RELATION**

**HRD 0201: ENTREPRENEURSHIP SKILLS**

**DATE: AUGUST 2018 TIME: 1 ½ HOURS**

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

1. a. Define the term entrepreneurship. (2 marks)

b. State and explain four ways of identifying a business opportunities. (8 marks)

c. What is marketing? (2 marks)

d. How do markets determine the success of enterprise? (8 marks)

2. a. Explain the steps the Kenya government has taken in order to

promote entrepreneurship. (10 marks)

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

3. a. What is a marketing plan? (2 marks)

b. State and briefly explain the contents includes in a marketing plan. (10 marks)

c. Name and explain 4 sources of business ideas available to an

 entrepreneur. (8 marks)

4. a. Explain the main sources of finance for businesses. (4 marks)

 b. What are the advantages of equity finance? (4 marks)

c. What are the components of planning functions? (4 marks)

d. What is the importance of preparing business plans? (4 marks)

e. How do Potential Lenders and Investors Evaluate the Plan.

(4 marks)