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JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY

**UNIVERSITY EXAMINATION 2017/2018**

**SECOND YEAR SECOND SEMESTER EXAMINATION FOR THE DIPLOMA IN BUSINESS ADMINISTRATION/**

**SECOND YEAR SECOND SEMESTER EXAMINATION FOR THE DIPLOMA IN INFORMATION TECHNOLOGY &**

**SECOND YEAR SECOND SEMESTER EXAMINATION FOR THE DIPLOMA IN BUSINESS INFORMATION TECHNOLOGY**

**HRD 0201: ENTREPRENEURSHIP SKILLS**

**DATE: AUGUST 2018 TIME: 1 ½ HOURS**

INSTRUCTIONS: ANSWER QUESTION ONE (COMPULSORY) AND ANY

OTHER TWO QUESTIONS

**QUESTION ONE: 30 MARKS**

a. Discuss five (5) theories of entrepreneurship of your own choice.

(10 marks)

b. Over the years, a few myths about entrepreneurship have developed. State and explain five (5) of such myths of your own choice. (10 marks)

c. Marketing is important to every small business, helping companies increase revenue and profit by meeting customer’s needs effectively. List and explain five (5) marketing functions for entrepreneurs. (10 marks)

**QUESTION TWO: 20 MARKS**

a. Explain any five (5) legal ways of establishing a business enterprise in Kenya. (10 marks)

b. Since a business plan helps you to focus your attention and energy on where you want to go, it is important to put it in writing. Discuss any five (5) components of a business plan. (10 marks)

**QUESTION THREE: 20 MARKS**

a. Things are never easy for a small- business owner. No matter how hard you try, there are always problems to solve and fires to put out. At least you can take comfort in knowing you are not alone. Briefly explain five (5) issues in small business management. (5 marks)

b. Entrepreneurship is a process, a journey, not the destination a means , not an end. All the successful entrepreneurs went through this process. Using a diagram discuss in depth the stages a business must go through in order to create a successful entrepreneurial venture. (15 marks)

**QUESTION FOUR: 20 MARKS**

a. Depending upon the level of willingness to create innovative ideas, there can be several types of entrepreneurs. Briefly explain seven (7) specific types of entrepreneurs. (7 marks)

b. Briefly explain thirteen (13) characteristics that entrepreneur like Tabitha Karanja, Jack Ma and zucherburger posses. (13 marks)

**QUESTION FIVE: 20 MARKS**

a. All entrepreneurs are business people but not all business people are entrepreneurs. Entrepreneurs tend to be more innovative than just ordinary business people as they have more than one business plan. State and explain ten (10) means of generating business ideas.(10 marks)

b. Although diversification into new markets and production areas can be an exciting and profitable step for small business owners consultants caution item to “look before they leap”. Many factors should be considered before a small company launches a course of diversification. Briefly explain five (5) of those factors. (10 marks)