

 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 COUNTY GOVERNANCE**

**HLG 0211/HEP 0220: ENTREPRENEURSHIP FOR COUNTRY GOVERNANCE**

**DATE: AUGUST 2018 TIME: 2 HOURS**

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

**QUESTION ONE: 30 MARKS**

a. Explain the concept of intrepreneurship. (5 marks)

b. i. Define the term intrepreneurship. (2 marks)

 ii. State three characteristic/traits of intrepreneurs. (3 marks)

c. Explain five lucrative business ideas and opportunities in your county. (5 marks)

d. Explain two key success factors for a start up venture. (5 marks)

e. Highlight five internal entrepreneurial motivating factors. (5 marks)

f. Outline five parameters for entre growth. (5 marks)

**QUESTION TWO: 15 MARKS**

a. Describe financial statements used in financial reporting. (10 marks)

b. Explain the importance of financial reporting in business. (5 marks)

**QUESTION THREE: 15 MARKS**

a. Define the term marketing. (2 marks)

b. State four objectives of marketing. (4 marks)

c. Explain various marketing activities. (9 marks)

**QUESTION FOUR: 15 MARKS**

a. Explain the term enterprise management. (5 marks)

b. Describe functions of management in an enterprise. (10 marks)

**QUESTION FIVE: 15 MARKS**

a. Explain the importance of entrepreneurship in county development. (10 marks)

b. Highlight five problems that entrepreneurship development is facing in your county. (5 marks)