

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

JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY

# **UNIVERSITY EXAMINATIONS 2018/2019**

EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE IN MEDICAL LABORATORY SCIENCE

**HRD 2401 : ENTREPRENEURSHIP SKILLS**

DATE: APRIL 2019 TIME: 2 HOURS

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**INSTRUCTIONS:**

**SECTION A**

**ANSWER ALL QUESTIONS IN THIS SECTION [30 MARKS]**

1. Identify the importance of innovation to the growth and development of an enterprise. [5 marks]
2. Describe marketing activities [5 marks]
3. Identify the characteristics of a business opportunity. [5 marks]
4. What are the advantages of appropriator technology [5 marks]
5. Outline the objectives of financial management [5 marks]
6. Identify the challenges facing entrepreneurs in Kenya. [5 marks]

**SECTION B : ANSWER ONLY TWO QUESTIONS**

1. (a) Discuss sole proprietorship as a legal form of business organization. [12 marks]

(b) Identify four (4) advantages of participative or demonstrative leadership [8 marks]

1. (a) Identify a business resources to stand and operate the business. [12 marks]

(b) Outline any four (4) legal aspects pertaining to business formation or operating an entrepreneurs needs to be aware of . [8 marks]

1. (a) What are the advantages and disadvantages of advertising ? [10 marks]

(b) Describe various factors one needs to consider when selecting sources of business finance. [10 marks]