

CHUKA



UNIVERSITY

COLLEGE

UNIVERSITY EXAMINATIONS

**THIRD YEAR EXAMINATION FOR THE AWARD OF DIPLOMA IN
ANIMAL HEALTH AND PRODUCTION**

AGBM 0103: ENTREPRENEURSHIP

STREAM: AGBM Y3S2

TIME: 2 HOURS

DAY/DATE: TUESDAY 18/12/2012

11.30 A.M. – 1.30 P.M

INSTRUCTIONS:

ANSWER QUESTION ONE AND ANY OTHER TWO.

QUESTION ONE

- (i) Define Entrepreneurship. [2 Marks]
- (ii) There are several reasons for starting a business rather than pursuing other alternatives such as franchising. What are these reasons? [6 Marks]
- (iii) Explain the function of an entrepreneur in society. [5 Marks]
- (iv) Discuss the external factors that may encourage people into entrepreneurship and eventually initiate business. [4 Marks]
- (v) Explain the content of the business section of a business plan. [10 Marks]

QUESTION TWO

The role of entrepreneurship in economic development varies from economy to economy depending upon its material resources. Industrial climate and responsiveness of political system to the entrepreneurial function.

Discuss the role of entrepreneurship in a developing economy like Kenya. [20 Marks]

QUESTION THREE

- (i) Explain the term management. [2 Marks]
- (ii) Discuss any four functions of management. [12 Marks]
- (iii) With examples distinguish between craft-based and opportunity oriented entrepreneur. [6 Marks]

QUESTION FOUR

- (i) Briefly explain the various uses of a business plan. [8 Marks]
 - (ii) Describe the main issues that characterize the marketing plan component of a business plan. [6 Marks]
 - (iii) Discuss the various sources of finance available to an entrepreneur. [6 Marks]
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