

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

**JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2016/2017**

**FORTH YEAR SECOND SEMESTER UNIVERSITY EXAMINATION FOR THE DIPLOMA IN BBIT/BPSM/BCOM**

**HRD 2401: ENTREPRENEURSHIP SKILLS**

**DATE: NOVEMBER, 2016 TIME: 1 ½ HOURS**

**INSTRUCTIONS: ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER**

 **TWO QUESTIONS**

 **QUESTION ONE:**

a. Define the following terms:-

i. Entrepreneur. [1 mark]

ii Entrepreneurship. [1 mark]

iii. Entrapreneurship. [1 mark]

iv. Business ide. [1 mark]

v. Creativity. [1 mark]

b. Discuss any three types of entrepreneurs. [3 marks]

c. Discuss any three methods of generating business opportunities. [3 marks]

d. Explain any six ways the government of Kenya is promoting entrepreneurship. [6 marks]

e. Discuss any six roles played by entrepreneurs in the economy. [6 mark]

f. Discuss any seven characteristics of a potential entrepreneur. [7 mark]

 **QUESTION TWO:**

a. Discuss five factors to consider when evaluating a business opportunity [10 marks]

b. Examine the market gaps that may present a potential entrepreneur with a business idea. [5 marks]

**QUESTION THREE:**

a. Discuss the factors that influence entrepreneurship practices in Kenya. [10 marks]

b. Discuss various ways of protecting business idea/trade secrets. [ marks]

**QUESTION FOUR:**

a. Discuss any five entrepreneurship activities. [10 marks]

b. Examine any five reasons why people enter into entrepreneurship. [5 marks]

**QUESTION FIVE:**

a. Discuss any five sources of business ideas to local entrepreneurs. [5 marks]

b. Identify any five sources of finances of small entrepreneurs in Kenya, Discuss the advantages of each source of finance identified above. [10 marks]