**JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2017/2018**

**YEAR 1 SEMESTER 1 EXAMINATION FOR THE DEGREE OF BACHELOR OF ENTREPRENEURSHIP**

**HEE 2102: PRINCIPLES OF ENTREPRENEURSHIP**

**DATE: JANUARY 2018 TIME: 2 HOURS**

**INSTRUCTIONS:**

1. **Answer question one (compulsory) and any other two questions.**
2. **Do not write anything on this paper.**

**QUESTION ONE (30 MARKS)**

1. Define entrepreneurship and explain factors that favor entrepreneurship.[7 marks]
2. What makes a successful entrepreneur? [5 marks]
3. Explain how the environment influences the entrepreneurial business performance. [10 marks]
4. What are the characteristics of a successful entrepreneur? [4 marks]
5. What are the advantages of franchising to an entrepreneur? [4 marks]

**QUESTION TWO (20 MARKS)**

1. List and explain five reasons for preparing a business idea. [5 marks]
2. Describe any five sources of financing for an entrepreneur. [10 marks]
3. Describe ways in which international entrepreneurship will benefit our county. [5 marks]

**QUESTION THREE (20 MARKS)**

1. Explain the role of entrepreneurs to business stakeholders. [10 marks]
2. Discuss any five reasons why it’s important for entrepreneurs to be ethical.[5 marks]
3. Briefly discuss the importance of information technology systems on entrepreneurial business. [5 marks]

**QUESTION FOUR (20 MARKS)**

1. Explain the process of product planning and development. [10 marks]
2. What risks are likely to face entrepreneurs? [10 marks]