

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DIPLOMA
IN AGRICULTURAL ECONOMICS**

AGEC 0243: ENTREPRENEURSHIP

STREAMS: DIP. AGECE

TIME: 2 HOURS

DAY/DATE: TUESDAY 16/12/2014

8.30 A.M – 10.30 A.M.

INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

QUESTION ONE

- (a) The uniqueness of the business situation facing an entrepreneur and the judgment of the entrepreneur will determine the behavior qualities required by an entrepreneur.
- (i) Discuss the main personal characteristics of entrepreneurship. [8 marks]
 - (ii) Discuss critically the most common myths in entrepreneurship. [8 marks]
 - (iii) State four types of entrepreneurs. [4 marks]
- (b) In creating and starting new business venture entrepreneurs use ideas from various sources. Discuss some of the most frequently used sources of new ideas for entrepreneurs. [6 marks]
- (c) Distinguish between a manager and an entrepreneur. [4 marks]

QUESTION TWO

- (a) The absence of a conducive entrepreneurial environment has hampered the establishment of successful business capable of turning around the Kenyan economy. Discuss the role of entrepreneurship in economic development. [10 marks]
- (b) Discuss the factors that influence entrepreneurial mobility. [10 marks]

QUESTION THREE

- (a) Explain the problems encountered by women entrepreneurs in Kenya. [10 marks]
- (b) Discuss the challenges facing youth employment in Kenya. [5 marks]
- (c) Discuss the characteristics of a good business opportunity. [5 marks]

QUESTION FOUR

- (a) Discuss the important features of an effective public works program in rural areas. [6 marks]
 - (b) Motivation is the process that encourages a person into action and inducing him to continue the course of action for the achievement of goal. Discuss the Maslow hierarchy theory of needs. [10 marks]
 - (c) Outline any four functions of an entrepreneur. [4 marks]
-