



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2016/2017

SECOND YEAR FIRST SEMESTER EXAMINATION FOR DEGREE OF BACHELOR OF SCIENCE IN AGRICULTURAL ECONOMICS/AGRIBUSINESS MANAGEMENT/AQUATIC SCIENCES WITH INFORMATION TECHNOLOGY

MAIN CAMPUS

AAB 202: PRINCIPLES OF ENTREPRENEURSHIP

Date: 10th December, 2016

Time: 8.30 - 11.30am

INSTRUCTIONS:

- Answer ALL Questions in Section A and any other TWO in Section B
- Carefully read and follow the instructions contained in the answer booklets.

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ISO 9001:2008 CERTIFIED



Section A (Compulsory) (40 marks)

1. a) Define the term entrepreneurship (2 marks)
- b) Discuss the contribution of Entrepreneurship in economic development. (10 Mark)
- c) No entrepreneurship without constraints. Discuss the macro constraints entrepreneurship growth in Kenya (10 mark)

Section A (Compulsory) (30 marks)

1. a) Define the term entrepreneurship (2 marks)
- b) Discuss the contribution of Entrepreneurship in economic development (10 Marks)
- c) No entrepreneurship without constraints. Discuss the macro constraints to Entrepreneurship growth in Kenya (10 marks)
- d) State and explain four current issues facing Entrepreneurship in Kenya (8 marks)
- e) With the help of relevant examples, explain some of the governmental policies that are behind entrepreneurship success in Kenya. (10 marks)

Section B (Answer Any Two Questions)

2. a) For an entrepreneur to succeed, he or she must possess certain traits. Clearly discuss five character traits that an entrepreneur must possess (10 marks)
- b) Discuss the impact of technology on small scale enterprises (5 marks)
3. a) Technology is the backbone of entrepreneurship in most developing countries. Discuss (7 Marks)
- b) Identifying an entrepreneurial opportunity is no mean feat. It is a process. Discuss (8 Marks)
4. a) Ms. Kalungu is a budding entrepreneur in Machakos. She has tried a number of ventures but no success. Discuss some of the likely challenges that Ms. Kalungu is facing (7 marks)
- b) With the help of a graph discuss the phases of an enterprise development. (8 Marks)
5. a) Assume you have acquired a small agro business enterprise that has been in operation for the last five years. Even though the business has growth potential, it has never registered any significant growth since its inception. As an entrepreneur, discuss five strategies you would employ to put business on a growth path (7 marks)
- b) Using examples where appropriate, exhaustively discuss the challenges facing enterprise development in Kenya. (8 Marks)