

W1-2-60-1-6

**JOMO KENYATTA UNIVERSITY**

**OF**

**AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2016/2017**

**YEAR II SEMESTER II EXAMINATION FOR THE DIPLOMA IN PURCHASING AND SUPPLIES MANAGEMENT**

**HRD 0201: ENTREPRENEURSHIP SKILLS**

**DATE: JULY 2017 TIME: 1 ½ HOURS**

**INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE**

1. Using relevant examples, write down the meanings of the following terms as used in entrepreneurship skills. [10 marks]
2. Entrepreneurship
3. Entrepreneurship skills
4. Entrepreneur
5. Intrapreneur
6. Innovation
7. Entrepreneurship is a process, a journey, not the destination, a means, not an end. Briefly explain specific steps involved in the entrepreneurial process. [10 marks]

**QUESTION TWO**

1. Explain TEN roles of Entrepreneurship in economic development in Kenya. [10 marks]
2. Explain the benefits to an entrepreneur that comes as a result of using a business plan in your business venture. [10 marks]

**QUESTION THREE**

1. It is not all business ventures that succeed. What do you think makes entrepreneurs successful? [10 marks]
2. List and briefly explain the characteristics or forms of a business plan. [10 marks]

**QUESTION FOUR**

1. Entrepreneurs become, very successful in business ventures. State and briefly explain THIRTEEN characteristics of entrepreneurs that contribute to their success. [13 marks]
2. Business expansion is a business strategy in which growth is obtained by increasing the number of stores in which customers can buy a company’s products and services. Discuss in details SEVEN benefits of business expansion of your choice. [7 marks]

**QUESTION FIVE**

1. All entrepreneurs are business people but not all business people are entrepreneurs. Entrepreneurs tend to be more innovative than just ordinary business people as they have more than one business plan. Explain briefly TEN means of generating business idea. [10 marks]
2. Things are never easy for a small-business owner. No matter how hard you try, there are always problems to solve and fires to put out. Discuss in details some of the issues in small business management. [10 marks]