

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

**JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2017/2018**

**YEAR II SEMESTER II EXAMINATION FOR THE DIPLOMA IN INFORMATION TECHNOLOGY (DIT)**

**HRD 0201/CED 0217: ENTREPRENUERSHIP SKILLS**

**DATE: DECEMBER 2017 TIME: 1.5 HOURS**

**INSTRUCTIONS:** Answer question one and any other two.

QUESTION ONE

a. A good business plan must be a written document, so that you can easily lay your hands on it when the needs arise. It is the first guide to the businessmen and women home and abroad. Discuss the ten components of a business plan. (10 marks)

b. All entrepreneurs are business people but not all business people are entrepreneurs. Entrepreneurs tend to be innovative then just ordinary business people as they have more than one business plan. Discuss TEN means of generating a business idea.

(10 marks)

QUESTION TWO

a. Over the years, a few myths about entrepreneurship have developed. Highlight and briefly explain ten myths of entrepreneurship skills. (10 marks)

b. Depending upon the level of willingness to create innovative ideas, there can be several types of entrepreneurs, state and explain ten types of entrepreneurs of your own choice.

(10 marks)

QUESTION THREE

a. 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 five issues in small business management. (10 marks)

b. 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. Explain five benefits of business expansion. (10 marks)

QUESITON FOUR

a. Marketing is important to every small business, helping companies increase revenue and profit by meeting customers needs effectively. Discuss five marketing functions for entrepreneurs. (10 marks)

b. It is not business ventures that succeed. What do you think makes entrepreneurs successful? (10 marks)

QUESTION FIVE

a. The 2015 Global Entrepreneurship summit was held in Nairobi, Kenya on July 25tth to 26th. The summit was the sixth annual gathering of entrepreneurs at all stages of business development – business leaders, mentors and high-level government officials. Address TEN benefits it accrued to entrepreneurs and the economy of Kenya.

(10 marks)

b. Companies diversify either by acquiring already existing business or by expanding their own businesses into new markets and new areas of production or service. Elaborate on five factors to consider when weighing diversification. (10 marks)