

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

**JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2016/2017**

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

**CED 0217: INTRODUCTION TO ENTREPRENEURSHIP SKILLS**

**DATE: JULY 2017 TIME: 1.5 HOURS**

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

QUESTION ONE (30 MARKS)

a. Outline the arguments of the following theories of entrepreneurship. (10 marks)

i. Arbitrage and uncertainty – Richard cantallon.

ii. Co-ordination of production factors – Jean Baptiste says

iii. Innovation – (Josef schumpter)

b. Briefly explain five characteristics of a potential entrepreneur. (10 marks)

c. Outline five ways that the Kenyan government has employed in promoting entrepreneurship. (10 marks)

QUESTION TWO

a. Explain any five internal factors that motivate a person to become an entrepreneur.

(10 marks)

b. The entrepreneur has been recognized for her major contribution in the achievement of national development. Discuss. (5 marks)

QUESTION THREE

a. List and explain four factors when determine the choice of an adverting medium.

(10 marks)

b. Highlight four advantages of advertising. (5 marks)

QUESTION FOUR

a. Explain the main sources of finance for business. (10 marks)

b. List any five limitations of debt finance to a company. (5 marks)