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**JOMO KENYATTA UNIVERSITY  
OF  
AGRICULTURE AND TECHNOLOGY**

**University Examinations 2017/2018**

**SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR  
OF SCIENCE IN GEOMATIC ENGINEERING AND GEOSPATIAL  
INFORMATION SYSTEMS (GEGIS), GIS, ANIMAL HEALTH PRODUCTION  
AND PROCESSING, AND LAND RESOURCE PLANNING AND  
MANAGEMENT**

**BCM 2438/IRD 2401: ENTREPRENEURSHIP SKILLS**

**DATE: AUGUST 2018**

**TIME: 2 HOURS**

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**INSTRUCTIONS:**

**Answer QUESTION ONE and ANY other TWO QUESTIONS**

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**QUESTION ONE (30 MARKS) - COMPULSORY**

- a) Define the following terms:
- i) Entrepreneurship (2 Marks)
  - ii) Marketing (2 marks)
  - iii) Entrepreneurship (2 Marks)
- b) i) State four characteristics of a good business opportunity (4 Marks)
- ii) As an entrepreneur briefly explain three ways in which you protect your business idea (6 Marks)
- c) Explain the factors which an entrepreneur may consider in choosing a promotional method (10 Marks)
- d) State the importance of enterprise social responsibility (4 Marks)

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**QUESTION TWO (20 MARKS)**

- a) Briefly explain internal factors that motivate a person to become an entrepreneur (12 Marks)
- b) Outline the functions of an entrepreneur (8 Marks)

**QUESTION THREE (20 MARKS)**

- a) Explain the factors restraining entrepreneurs from going global in Kenya (10 Marks)
- b) Explain the challenges posed by emerging trends to an entrepreneur (10 Marks)

**QUESTION FOUR (20 MARKS)**

- a) What is business incubation (2 Marks)
- b) Explain four factors that may lead to failure of any start up globally (8 Marks)
- c) As an entrepreneur explain why you should carry out a prefeasibility study (10 Marks)