



WI-2-60-1-6

JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY

UNIVERSITY EXAMINATIONS 2018/2019

**END OF SEMESTER EXAMINATION FOR THE
DEGREE OF ALL UNDERGRADUATE DEGREES**

HRD 2401/HPS 2112: ENTREPRENEURSHIP SKILLS

DATE: APRIL 2019

TIME: 2 HOURS

INSTRUCTIONS:

This examination is made up of 4 (FOUR) Questions.

You should attempt **QUESTION 1 (ONE)** and **ANY OTHER 2 (TWO)** questions.

Question 1

As a consultant for Amiran Agro-Products Ltd and Makiga Engineering Company, you have been called to advise young entrepreneurs dealing with their products on various aspects of business management.

- Profits are considered as the 'soul' of any business. Explain why the above businesses have to make profit. (5 Marks)
- Give 5 benefits and 5 challenges that consumers face as a result of advertising these 2 products. (10 Marks)
- Illustrate 5 (five) tools you would need to advise these entrepreneurs to use to manage business finances effectively. (5 marks)
- Why should they be required to have their products certified by KeBS? (5 Marks)
- Advice them on the advantages of private limited companies and sole proprietorships to enable them make an informed decision. (5 Marks)

Question 2

- Discuss the role of the small enterprise sector in the development a country. (10 marks)
- Describe 5 (five) special challenges specifically faced by the woman entrepreneur. (5 Marks)
- Explain 5 (five) factors that you would take into consideration when pricing goods and services? (5 marks)

Question 3

- Explain in detail the psychological theory and the need for achievement. (10 marks)
- Explain the stages of the business -growth cycles and discuss 5 ways in which an Entrepreneur could raise capital for the business at its growth stage. (10 marks)

Question 4

- "Failure to plan is planning to fail." What 5 macro analyses should an entrepreneur carry out to prevent his enterprise from failing? (10 marks)
- In what 5 ways are Entrepreneurs different from Intrapreneur? (10 marks)