

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

JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY

# **UNIVERSITY EXAMINATIONS 2018/2019**

SECOND YEAR SECOND SEMESTER EXAMINATION FOR THE DIPLOMA IN BUSINESS ADMINISTRATION/DIPLOMA IN BUSINESS INFORMATION TECHNOLOGY

**HRD 0201: ENTREPRENEURSHIP**

DATE: APRIL 2019 TIME: 1.30 HOURS

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**INSTRUCTIONS:**

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

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**QUESTION ONE [30 MARKS]**

1. Explain any five myths that are associated with entrepreneurship [5 marks]
2. Clearly explain the entrepreneurship process. [6 marks]
3. Describe any three theories of entrepreneurship [9 marks]
4. Explain three styles of leadership [3 marks]
5. Explain three advantages of self employment [3 marks]
6. Differentiate between an entrepreneur and a manager. [4 marks]

**QUESTION TWO [15 MARKS]**

1. Discuss the role of entrepreneurship in economic development. [5 marks]
2. Explain the various ways of coming up with business ideas. [10 marks]

**QUESTION THREE [15 MARKS]**

1. Explain the various sources of finance available for entrepreneurs. [15 marks]
2. Explain some of the few policies that the government has planned to implement to promote entrepreneurship. [10 marks]

**QUESTION FOUR [15 MARKS]**

By use of entrepreneurial motivation theory discuss factors that influence people

to become entrepreneurs. [15 marks]

**QUESTION FIVE [15 MARKS]**

1. Define a business plan and expound on the 5 main sections to be found in a business plan and what each section contains. [10 marks]
2. Expound on 5 marketing strategies that an entrepreneur can apply to his business. [5 marks]