

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

## JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY

**UNIVERSITY EXAMINATIONS 2018/2019**

**STAGE IV EXAMINATION FOR THE DIPLOMA IN PUBLIC RELATIONS/MASS COMMUNICATION**

**HRD 0201: ENTREPRENEURSHIP SKILLS**

**DATE: APRIL 2019 TIME: 1.5 HOURS**

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

QUESTION ONE (30 MARKS)

a) All entrepreneurs are business people but not all people are entrepreneurs. Entrepreneurs tend to be more creative and innovative than just ordinary business people as they have more than one business plan. Explain five sources of generating a business idea

(10 marks)

b) Things are never easy for small business owners. No matter how hard they try, there are always problems to solve. Discuss 5 of the issues or challenges in small business management (10 marks)

c) Entrepreneurship is a long process, a long journey indeed and not a destination, a means not an end. Briefly explain five specific steps involved in the entrepreneurial process

(10 marks)

QUESTION TWO (15 MARKS)

a) A business plan is a document that spells out the goals and objectives of a business and clearly outlines how and when these goals will be achieved, using the knowledge you have acquired in class, identify a business of your choice and prepare a simple business plan for the business (10 marks)

b) Entrepreneurs have played a major role in our society highlight 5 roles they play

(5 marks)

QUESTION THREE (15 MARKS)

a) There are various theories that explain the phenomenon of entrepreneurship. Describe any three (5 marks)

b) List 5 of the reasons entrepreneurs go into business (5 marks)

c) Financing of any business is essential. An entrepreneur needs to get financing, where should an entrepreneur solicit financing for his business? (5 marks)