

**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 COMMUNITY DEVELOPMENT**

**HRD 0201 : ENTREPRENEURSHIP SKILLS**

**DATE: APRIL 2019 TIME: 1½ HOURS**

**INSTRUCTIONS: ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER**

**TWO QUESTIONS.**

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**QUESTION ONE (20 MARKS)**

(a) Discuss the various categories of entrepreneurs that exist today. [10 marks]

(b) What are some of the core functions of entrepreneurs in managing their businesses?

[10 marks]

**QUESTION TWO (20 MARKS)**

(a) Mary intends to set up a supermarket in Juja. Conduct a possible SWOT analysis for Mary’s business idea. [12 marks]

(b) Explain any two areas that would be included as part of the body of a business plan. Explain why each is important. [8 marks]

**QUESTION THREE (20 MARKS)**

(a) Discuss the five innovative functions of an entrepreneur according to Schumpeter.

[10 marks]

(b) Discuss some of the government policies that would enhance entrepreneurship in Kenya. [10 marks]

**QUESTION FOUR (20 MARKS)**

(a) Discuss five considerations that an entrepreneur has to make while setting up a start-up business. [10 marks]

(b) Describe in detail, five reasons why a business might fail. [10 marks]