

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

## JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY

**UNIVERSITY EXAMINATIONS 2018/2019**

**SPECIAL/SUPPLEMENTARY EXAMINATIONS FOR THE DEGREE OF BACHELOR OF SCIENCE IN MEDICAL LABORATORY SCIENCES**

**HRD 2401: ENTREPRENEURSHIP SKILLS**

**DATE: JUNE 2019 TIME: 2 HOURS**

**SECTION I: ANSWER ALL QUESTIONS**

Q1. Identify five (5) characteristics of a business opportunity (5 marks)

Q2. What are advantages of self-employment (5 marks)

Q3. Identify techniques an entrepreneur could use to manage time more efficiently (5 marks)

Q4. What are the earlier signs that a enterprise is having financial challenge (5 marks)

Q5. Explain the term “marketing strategy” and identify four (4) factors that determine marketing strategy (5 marks)

Q6a. Define the following terms:

1. Innovation (1 mark)
2. Business opportunity (1 mark)
3. Creative distruction (1 mark)

b. All entrepreneurs are business persons but not all business persons are entrepreneurs. Explain this statement (2 marks)

**SECTION II ANSWER ONLY TWO QUESTIONS**

Q7a. Identify a business opportunity and discuss how you could use marketing strategy to serve four customers (15 marks)

b. Distinguish among the different types and sources of start-up ideas (5 marks)

Q8. Discuss the characteristics of an entrepreneur (10 marks)

b. Why is innovation important to the growth and development of a business (14 marks)

9a. Explain the importance of entrepreneurship to National development (10 marks)

b. Describe the decision making process (10 marks)

10a. Summarize Joseph Schumpeter’s (1934) views on innovation (12 marks)

b. Describe four (4) factors that influence leadership style.