



MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF HUMAN RESOURCE

UNIVERSITY ORDINARY EXAMINATION

2017/2018 ACADEMIC YEAR

FOURTH YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE AND BACHELOR OF SCIENCE IN MATHEMATICS & COMPUTER

HRD 2401 – ENTREPRENEURSHIP SKILLS

DURATION: 2 HOURS

DATE: 13TH DECEMBER, 2017

TIME: 2.00 – 4.00 P.M.

Instructions to Candidates:

1. Answer **Question 1** and **Any Other Two** questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

SECTION ONE - COMPULSORY

QUESTION ONE

- (a) At an age of 35 Jeremy is an employer with a firm known as Cakes.co.ke. Jeremy is the Chief Executive Officer of the enterprise though he pursued a business line that is at odds with his academic background. He started up with six permanent employees and two temporary staff. He was able to establish the business with a capital of Kshs.30,000 that he got from his aunt. Today, the business generates a monthly income of KShs.50,000 on average. Although he had gathered experience in baking at home when he was 15 years old, Jeremy started baking when he was a student at JKUAT university. All workers, students, and lecturers found the cakes to be pleasing and suitable to buy.

Required:

- i) Identify five features of a successful entrepreneur that Jeremy has exhibited in the above case (5 marks)
 - ii) Outline at least five mistakes of an entrepreneur (5 marks)
 - iii) List down five mistakes of an entrepreneur (5 marks)
 - iv) A business plan is fundamental to any aspiring entrepreneur wishing to succeed in his/her business operations. In view of this statement, state five components of a business plan document (5 marks)
- (b) Explain five internal motivation factors (5 marks)
- (c) Identify five challenges that Jeremy might have encountered when operating or starting his business enterprise (5 marks)

SECTION TWO – ANSWER ANY TWO QUESTIONS

QUESTION TWO

- (a) Discuss five indicators of a viable business idea (10 marks)
- (b) Organization and management plan is a crucial part of a business plan. Using this statement, explain briefly the features of this component (10 marks)

QUESTION THREE

- (a) Entrepreneurs are the forces behind the Kenyan economy. In view of this statement, outline how entrepreneurs have contributed towards the development of our national economy (5 marks)
- (b) Identify the procedures followed during innovation (15 marks)

QUESTION FOUR

- (a) Describe at least five ways that an entrepreneur should adopt to cope with competition (10 marks)
- (b) Contrast between self-employment and paid employment (10 marks)