

CHUKA



UNIVERSITY

RESIT/ SPECIAL EXAMINATIONS

**EXAMINATION FOR THE AWARD OF
BACHELOR OF AGRIBUSINESS MANAGEMENT**

AGBM 103: PRINCIPLES OF ENTREPRENEURSHIP

STREAMS: AGBM

TIME: 2 HOURS

DAY/DATE: TUESDAY 24/07/2018

2.30 PM – 4.30 PM

INSTRUCTIONS:

Answer ALL Questions in Section A and any Two Questions in Section B

SECTION A (30 MARKS)

1. (a) Distinguish between the following terms from an entrepreneurship point of view.
 - (i) Threat and opportunity [2.5 marks]
 - (ii) Strength and weaknesses. [2.5 marks]
- (b) An entrepreneur has approached you with a list of major impediments hindering his business from competing favorably in the competitive market. As a consultant, how would you help the entrepreneur counter the identified threats and become a greater competitor in the market? [10 marks]
2. (a) How do the entrepreneur's abilities shape his/her prospects to survive in a competitive market environment? [5 marks]
- (b) Through innovation and creativity, entrepreneurs have been found to contribute significantly to growth of the least developed countries like Kenya. Discuss. [10 marks]

SECTION B (40 MARKS)

3. Discuss the skills required by an entrepreneur. [20 marks]
 4. In what ways can a business plan help a business venture? [20 marks]
 5. Discuss the major components of business plan. [20 marks]
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