



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

INSTITUTE OF OPEN, DISTANCE AND E-LEARNING

**SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF
SCIENCE (FOODS, NUTRITION AND DIETETICS)**

HFN 311N: ENTREPRENEURSHIP IN FOODS AND NUTRITION

DATE: WEDNESDAY, 10TH JULY 2013

TIME: 2.00 P.M. – 4.00 P.M.

INSTRUCTIONS:

- a) Answer Question ONE and any TWO questions.
- b) Question ONE is COMPULSORY and carries 30 marks.
- c) The other TWO questions carry 20 marks each.

1. a) Mary is aspiring to become an entrepreneur but is not conversant with the following terms. As a consultant explain the following terms:
 - i. Working capital
 - ii. Trade credit
 - iii. Entrepreneur
 - iv. Intrapreneur
 - v. Fixed capital

(10 marks)
- b) Discuss any two theories of entrepreneurship. (10 marks)
- c) Entrepreneurship is one of the strategies for economic development of many nations. Explain the importance of entrepreneurship in the development of Kenya. (10 marks)
2. a) Explain the main causes of business failure in Kenya. (10 marks)
- b) Discuss the various methods for mobilizing capital for small businesses. (10 marks)

3. a) Distinguish between an Entrepreneur and a Manager. (10 marks)
b) Define a business plan. (2 marks)
c) Explain the importance of preparing a business plan to an entrepreneur. (8 marks)
4. a) The success of any business largely depends on the choice of the right business opportunity. Explain the methods of determining a good business opportunity. (10 marks)
b) Discuss the strategies for promoting enterprise culture in Kenya. (10 marks)
5. a) Kamau has started a small business as a carpenter and he is working as a sole proprietor. Explain the benefits of working as a sole proprietor in business. (10 marks)
b) Describe the various principles of business ethics. (10 marks)
