



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2011/2012

**SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE
(AGRIBUSINESS MANAGEMENT AND TRADE)**

KBT 414: ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

DATE: Thursday 29th March 2012

TIME: 2.00p.m – 4.00p.m

INSTRUCTIONS: Answer Question ONE and any other TWO Questions

1. a) Define Entrepreneurship (3 Marks)
b) Discuss the functions of an entrepreneur (4 Marks)
c) Identify and explain the methods of generating business ideas (8 Marks)
d) Outline the steps of conducting a feasibility study in business idea validation. (6 Marks)
e) Write concise notes on signs of business failure in agribusiness (6 Marks)
f) Briefly explain the stages and tasks of starting an agribusiness (6 Marks)
g) Explain the points to keep in mind when preparing for a business plan presentation to potential financiers (7 Marks)
2. Discuss the techniques of selecting and validating agribusiness opportunities (15 Marks)
3. Explain the prerequisites of an organisation and management plan in business plan development (15 Marks)
4. a) Examine the rationale of equity and debt financing in agribusiness financing (10 Marks)
b) Discuss the sources of non-financial assistance in agribusiness management (5 Marks)