



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2010/2011

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF
SCIENCE INTEGRATED SOIL MANAGEMENT

KBT 520: ENTREPRENEURSHIP

DATE: Thursday, 31st March, 2011

TIME: 9.00 a.m. – 12.00 p.m.

INSTRUCTIONS:

Answer question **ONE** and any other **THREE**.

1. a) Discuss the concept ‘entrepreneur’ (5 marks)
 b) Analyze the importance of conducting a market survey in entrepreneurship (5 marks)
 c) Elucidate on the need for farmers to do a cost – benefit analysis every season. (5 marks)
 d) Discuss the importance of farmers societies in agribusiness (5 marks)
 e) Expound on factors hindering the development of small and medium scale agro enterprises in developing countries. (5 marks)
2. i) Discuss the **five** stages of a venture life-cycle (10 marks)
 ii) Evaluate the importance of making a business plan. (5 marks)
3. i) Discuss the change of paradigm (thinking) from ‘market chain’ to ‘value chain’ (10 marks)
 ii) Explicate on some of the value addition strategies taking place in the agricultural industry in Africa. (5 marks)

4. Expound on the concept 'certification' in particular reference to agribusiness.
(15 marks)
5. Discuss how small scale producers can enhance competitiveness of their products.
(15 marks)
6. Citing specific examples, discuss how the following can be important sources of entrepreneurship opportunities.
- a) Societal trends or changes
 - b) Demographic trends
 - c) Technological trends or changes
- (15 marks)