KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2011/2012

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

KBT 520: ENTREPRENEURSHIP

DATE: Thursday 29th March, 2012 **TIME:** 9.00 a.m. – 12.00 p.m.

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

1. a) Briefly discuss the role of farmers' societies in promoting agribusiness. [5 marks]
   b) Analyse the importance of conducting a market survey in entrepreneurship. [5 marks]
   c) Discuss the need for farmers to do a cost-benefit analysis every season. [5 marks]
   d) Examine the strategies of increasing competitiveness of agricultural products in the small scale sector. [5 marks]
   e) Discuss the factors hindering the development of small and medium scale agrifood enterprises in developing countries. [5 marks]

2. i) Analyse the principles of a good business plan. [10 marks]
   ii) Evaluate the importance of making a business plan. [5 marks]

3. i) Examine the business opportunities presented by the change of emphasis from 'market chain' to 'Value chain'. [10 marks]
   ii) Discuss the value addition strategies used agrifood industry in Africa. [5 marks]

4. Examine some of the 'guerrilla' marketing techniques that one can use to sell his newly produced tomato source. [15 marks]

5. Discuss the sources for innovation as suggested by Peter Druker. [15 marks]

6. Write a short essay on Schumpeter's economic view of entrepreneurship. [15 marks]

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