KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2011/2012

SECOND SEMESTER EXAMINATION FOR DIPLOMA IN NUTRITION AND HEALTH

FND 031N: ENTREPRENEURSHIP SKILLS IN FOODS AND NUTRITION

DATE: Monday, 2nd April, 2012 TIME: 2.00 p.m. – 4.00 p.m.

INSTRUCTIONS:

a) Answer question **ONE** and any other **TWO** questions.

b) Question **ONE** is compulsory and carries 20 marks.

c) The other **TWO** questions carry 25 marks each.

1. a) A young graduate wanted to become an entrepreneur but was not conversant with the following terms. As a consultant explain the following:-

   i) Entrepreneur

   ii) Intrapreneur

   iii) Working capital

   iv) Franchising

   v) Business opportunity

   (10 marks)

   b) Entrepreneurs have a variety of sources of capital for starting and operating a business. Explain the factors that one can consider to determine the right source of capital for a business. (10 marks)

2. a) Business success depends largely on having a good business opportunity.

Identify and explain the factors that may be used to screen a good business opportunity (10 marks)

b) Explain the various options that can be used to generate business ideas. (10 marks)

c) Outline the operational requirements for a business (5 marks)

3. a) The start up of businesses in any environment is influenced by both internal and external factors. Describe the external motivation factors that can influence business start up. (10 marks)

b) Describe the following business formations and state the advantages of each of them.

i) Sole proprietorship

ii) Partnership

(10 marks)

c) Outline the characteristics of good business goals. (5 marks)

4. Mary has completed her diploma course at Kenyatta University and has plans to venture into business. Before starting Mary has been advised to prepare a business plan.

a) Highlight the major parts that should be contained in her business plan (5 marks)

b) Explain how Mary will benefit from the business plan. (10 marks)

c) Competition is one of the challenges that entrepreneurs encounter in their businesses. Explain the strategies that they can adopt to overcome or minimize competition (10 marks)

5. a) Describe the factors that hinder entrepreneurship development in Kenya (10 marks)

b) Explain why most small businesses fail within the first year of starting (10 marks)

c) Highlight the factors that should be considered when setting the selling prices for products or services. (5 marks)