



KENYATTA UNIVERSITY

SECOND SEMESTER EXAMINATIONS 2008/2009

UNIVERSITY EXAMINATIONS FOR DEGREE OF BACHELOR OF SCIENCE
(FOODS, NUTRITION AND DIETETICS)

**HFN 422: ENTREPRENEURSHIP SKILLS IN FOODS, NUTRITION
AND DIETETICS**

DATE: Thursday 10th September 2009

TIME: 11.00am-1.00pm

INSTRUCTIONS:

Answer Question **ONE** in Section A and **ANY** other **TWO** in Section B.

SECTION A

QUESTION ONE COMPULSORY (20 MARKS)

- a) Mutua intends to start a small business in the hospitality industry. Explain to him the factors that he needs to consider before starting the business. [10marks]
- b) Describe the following types of entrepreneurs
 - i) Craft entrepreneurs
 - ii) Opportunistic entrepreneurs [6marks]
- c) Discuss the management theory of entrepreneurship. [4marks]

SECTION B

ANSWER ANY TWO QUESTIONS (25MARKS) EACH

QUESTION TWO

- a) Distinguish between internal and external entrepreneurial motivations. [5marks]
- b) Describe the internal motivational factors that can influence one to become an entrepreneur. [10marks]
- c) Discuss the qualities of a successor entrepreneur. [10marks]

QUESTION THREE

- a) Define a business plan. [2marks]
- b) Describe the importance of a business plan to a business enterprise. [12marks]
- c) One major role of an entrepreneur in business is to identify and initiate business ideas. Outline the various ways that an entrepreneur can use to develop good business ideas. [11marks]

QUESTION FOUR

- a) Write short notes on the following
 - i) Marketing mix
 - ii) Enterprise culture
 - iii) Trade credit
 - iv) Entrepreneur
 - v) Business opportunity [10marks]
- b) Most small business fail before reaching maturity stage. Highlight suitable ways of how one can avoid early business failure. [10marks]
- c) State the merits of working as a sole proprietor in a business. [5marks]

QUESTION FIVE

- a) Jane wants to look for capital for business. Explain to her the various types of capital for a business. [6marks]
- b) An entrepreneur has several sources of capital. Describe the factors that one needs to consider when assessing the best sources to choose. [12marks]
- c) Outline the importance of small scale enterprises in Kenya. [7marks]