



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2009/2010

FIRST SEMESTER EXAMINATION FOR DEGREE OF BACHELOR OF SCIENCE
(LEISURE AND RECREATION MANAGEMENT)

SLR 206: RECREATION, FITNESS AND SPORTS ENTREPRENEURSHIP

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DATE: WEDNESDAY 23RD DECEMBER 2009

TIME: 4.30 P.M. – 6.30 P.M.

INSTRUCTIONS

Answer Question One and any other Two.

1. a) Discuss the main parts of a business plan using an example from sports/recreation. (15 marks)
- b) Describe the entrepreneurial process and outline the entrepreneurial strategies that you would embrace for success at each stage. (15 marks)
2. a) Elaborate on the reasons why firms enter into business relationships. (8 marks)
- b) ‘Motivation for business relationships formulation ensures no firm exists in complete isolation’. Elucidate on such motives citing local examples in sports /recreation. (8 marks)
- c) Outline the shortcomings associated with participating in business relationships. (7 marks)

3. a) Outline the challenges facing development of sports entrepreneurship in Kenya. (14 marks)
- b) Elaborate on the individual characteristics that define potential entrepreneurial behaviour. (6 marks)
4. a) Differentiate between small and micro enterprise (SME) policy and entrepreneurial policy. (8 marks)
- b) Using local examples elaborate on the traditional and entrepreneurial policy mix elements. (12 marks)
5. a) Describe the main forms of intellectual property rights that are relevant to sport/recreation entrepreneurs. (8 marks)
- b) Explain the functions played by the intellectual property rights (IPR's) within a sport ./ recreation small business. (8 marks)