



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF AGRICULTURAL AND FOOD SCIENCES
UNIVERSITY EXAMINATION FOR DEGREE OF BACHELOR OF SCIENCE IN SOIL
SCIENCE, AGRIBUSINESS MANAGEMENT, HORTICULTURE AND ANIMAL
SCIENCE.
3RD YEAR 1ST SEMESTER 2019/2020 ACADEMIC YEAR
MAIN REGULAR

COURSE CODE: AFB/ BEP 3315

COURSE TITLE: ENTERPRENUERSHIP

EXAM VENUE:

STREAM: Bsc Horticulture, Agribusiness management, Animal and Soil science,

DATE: 11/12/19

EXAM SESSION: 12.00 – 2.00pm

TIME: 2.00 HOURS

Instructions:

- 1. Answer question 1 (Compulsory) and ANY other 2 questions in SECTION B**
- 2. Candidates are advised not to write on the question paper.**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room.**

SECTION A

QUESTION ONE (COMPULSORY) 30 MARKS

- a) Suggest five strategies which could be adopted by a local enterprise to become a multinational company (10mks)
- b) Discuss the economic theory of entrepreneurship (10mks)
- c) Entrepreneurs are faced with challenges of cultural diversity in their businesses. Discuss five ways that could be used to overcome challenges of cultural diversity in business. (10mks)

SECTION B

QUESTION TWO 20 MARKS

- a) Explain five sources of business ideas available to an entrepreneur (10mks)
- b) Suggest five ways in which an enterprise could enhance its competitive advantage (10mks)

QUESTION THREE 20 MARKS

- a) Explain five benefits that may accrue to an organization that engages in corporate social responsibility (CSR) (10mks)
- b) The entrepreneur has been recognized as a major contributor in the achievement of national development. Discuss (10mks)

QUESTION FOUR 20 MARKS

- a) Outline five limitations of the use of social media networks in an enterprise (10mks)
- b) Identify five challenges faced by entrepreneurs (10mks)

QUESTION FIVE 20 MARKS

Describe the layout of a business plan, covering all the relevant components (20mks)