



THE CO-OPERATIVE UNIVERSITY OF KENYA

END OF SEMESTER EXAMINATION NOVEMBER-2022

EXAMINATION FOR THE DEGREE OF BACHELOR OF CO-OPERATIVE BUSINESS
(YR IV SEM II)

UNIT CODE: BAFS 2110

UNIT TITLE: ENTREPRENEURIAL SKILLS

DATE: MONDAY 13TH DECEMBER, 2022

TIME: 2:00 PM – 4:00 PM

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INSTRUCTIONS:

- Answer question ONE (compulsory) and any other TWO questions

QUESTION ONE

- (a) Define the following terms:
- i. Social entrepreneurship. (2 Marks)
 - ii. Entrepreneurial behavior. (2Marks)
 - iii. Agri-entrepreneur. (2Marks)
- (b) Explain each of the following attributes of a successful hustler entrepreneur.
- i. Open-mindedness. (3 Marks)
 - ii. Human relations. (3 Marks)
- (c) Explain any Four roles played by entrepreneurs in any agribusiness enterprise. (8 Marks)
- (d) Explain any Four factors that hinder entrepreneurial activities in developing countries. (8) Marks)
- (e) Distinguish between creativity and innovation in entrepreneurship. (2 Marks)

QUESTION TWO

- (a) Define the term “Product Life Cycle”. (2 Marks)
- (b) Explain the stages of product life cycle. (8 Marks)
- (c) Explain the advantages associated with product life cycle in business. (10 Marks)

QUESTION THREE

- (a) Define the term “Innovation Process”. (10 Marks)
- (b) Explain any Five importance of innovative process in agri-entrepreneurship. (10 Marks)
- (c) Explain how the concept of equilibrium model in economics is applied in agribusiness. (5 Marks)

QUESTION FOUR

- (a) Explain the importance of economic theory in entrepreneurship. (10Marks)
- (b) Explain any Five roles played by an agri-entrepreneur in an agribusiness enterprise before operations begin. (10 Marks)

QUESTION FIVE

- (a) Explain any Five measures that the government of Kenya can take to promote entrepreneurship in the country. (10 Marks)
- (b) Explain two social and three environmental impact of social entrepreneurship. (10 Marks)