



KISII UNIVERSITY

UNIVERSITY EXAMINATIONS

FIRST YEAR EXAMINATION FOR THE AWARD OF THE DEGREE OF BACHELOR IN AGRIBUSINESS MANAGEMENT AND AGRICULTURAL ECONOMICS

SECOND SEMESTER 2024/2025

[JANUARY - APRIL, 2025]

AGBM 103: PRINCIPLES OF ENTREPRENEURSHIP

STREAM: Y1 S2

TIME: 2 HOURS

DAY: TUESDAY, 3:00 - 5:00 P.M.

DATE: 15/04/2025

INSTRUCTIONS:

- 1. Do not write anything on this question paper.***
- 2. Answer question ONE in section A (Compulsory) and any other TWO questions from section B.***

SECTION A

Q1.

Define the following terms as used in this course?

- i).Entrepreneur (2 marks)
- ii).Entrepreneurship (2 marks)
- iii).Business plan (2 marks)

Q2.

Prepare a detailed business plan for a business venture in your field of expertise (24 marks)

SECTION B

Q1

- a). How does potential lenders and investors evaluate the plan? (10 marks)

b). Explain the Maslow's hierarchy of needs (10 marks)

Q2.

a). Explain the various reasons why the government issue licenses for business to operate in Kenya (15 marks)

b). Describe why plastic money has developed fast in Kenya of late (5 marks)

Q3

a). What are the components of planning function? (10 marks)

b). Describe methods of generating ideas (10 marks)