



# MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

P.O. Box 972-60200 – Meru-Kenya.  
Tel: +254 (0)799529958, +254 (0)799529959, +254 (0)712524293  
Website: [www.must.ac.ke](http://www.must.ac.ke) Email: [info@must.ac.ke](mailto:info@must.ac.ke)

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## UNIVERSITY EXAMINATIONS 2024/2025

SECOND YEAR, FIRST SEMESTER EXAMINATION FOR CERTIFICATE IN ANIMAL  
HEALTH AND PRODUCTION

### AAP 1216: ENTREPRENEURSHIP SKILLS

DATE: DECEMBER 2024

TIME: 1 ½ HOURS

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INSTRUCTIONS: *Answer Question ONE (compulsory) and any other TWO Questions.*

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#### QUESTION ONE - (30 MARKS)

- a) Discuss factors affecting entrepreneurship development in a developing country. (10 Marks)
- b) Briefly discuss principles of entrepreneurship that serve as guide when starting or running a business. (10 Marks)
- c) Distinguish between innovative and imitative entrepreneurs and outline key aspects of each. (10 Marks)

#### QUESTION TWO - (20 MARKS)

- a) Outline different ways of generating a business idea. (8 Marks)
- b) Discuss the importance of technology in business. (6 Marks)
- c) Discuss factors to consider when selecting sources of finance. (6 Marks)

### **QUESTION THREE - (20 MARKS)**

- a) Distinguish between internal business environment and external business environment. (10 Marks)
- b) Discuss types of external business environment. (10 Marks)

### **QUESTION FOUR (20 MARKS)**

- a) Explain the requirements for entry into self-employment. (8 Marks)
- b) After generating business ideas, it is important that some evaluation through a screening process be made. Discuss the importance of business idea screening. (12 Marks)

### **QUESTION FIVE – (20 MARKS)**

- a) Discuss the qualities of a good business plan. (10 Marks)
- b) Explain the problems of starting and operating small medium enterprises. (10 Marks)