



# **THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE**

***FACULTY OF BUSINESS AND SOCIAL STUDIES***

**DEPARTMENT OF HOSPITALITY AND TOURISM**

**DIPLOMA IN CATERING AND ACCOMMODATION MANAGEMENT**

**(DCAM A09)**

**END OF SEMESTER EXAMINATIONS**

**APRIL/MAY 2010 SERIES**

**ENTREPRENEURSHIP**

**TIME: 2 HOURS**

**Instructions to candidates:**

1. Answer **ALL** Questions in Section A is **COMPULSORY (30 Marks)**
2. Answer ANY **TWO** Questions in **SECTION B** , Each Question Carries **(20 Marks)**

**SECTION A**  
Compulsory (30 Marks)

**Question ONE**

- (a) Explain any **SIX** contribution of entrepreneurship towards National Development. **(12 Marks)**
- (b) Highlight and explain **FIVE** requirements of entry into self employment. **(10 Marks)**
- (c) Explain atleast **FOUR** benefits of self employment. **(8 Marks)**

**SECTION B**

Attempt any **TWO** Question (40 Marks)

**Question TWO**

- (a) What are the characteristics of a successful entrepreneur? **(10 Marks)**
- (b) Identify and explain atleast **FIVE** types of entrepreneurs in the market. **(10 Marks)**

**Question THREE**

- (a) State and explain **FIVE** advantages of partnership businesses over others. **(10 Marks)**
- (b) Explain how the Government helps the small scale businesses in the market. **(10 Marks)**

**Question FOUR**

- (a) Discuss in detail the problem solving procedure in decision making process. **(14 Marks)**
- (b) State and explain how problem can be identified in the business. **(6 Marks)**

**Question FIVE**

- (a) Highlight and explain atleast **FIVE** external motivating factors that can inspire entrepreneur to choose self employment as career option. **(10 Marks)**
- (b) Consumer characteristics are attributes which entrepreneur should have to satisfy consumer needs effectively. Briefly explain **FIVE** such characteristics. **(10 Marks)**