



THE TECHNICAL UNIVERISTY OF MOMBASA
**Faculty of Engineering &
Technology**

DEPARTMENT OF COMPUTER SCIENCE & INFORMATION TECHNOLOGY

DMP/R IV

BMC 2216: ENTREPRENEURSHIP EDUCATION

END OF SEMESTER EXAMINATION

SERIES: AUGUST 2013

TIME: 2 HOURS

Instructions to Candidates:

You should have the following for this examination

- *Answer Booklet*

This paper consists of **FIVE** questions. Attempt question **ONE** and any other **TWO** questions
Maximum marks for each part of a question are as shown

This paper consists of **TWO** printed pages

Question One (Compulsory)

- a) Define the term entrepreneurship **(2 marks)**
- b) Discuss any **TWO** theories of entrepreneurship and explain their implications on entrepreneurial success. **(8 marks)**
- c) Explain the role of micro and small enterprise in a country such as Kenya's economic development. **(10 marks)**
- d) Identify and justify any **FIVE** criteria that may be used to determine business size. **(10 marks)**

Question Two

- a) Identify the components of an enterprise operating environment and highlight the environmental impact on business performance **(10 marks)**
- b) Identify the stages of a business life cycle and explain how each would impact on business performance at each stage. **(10 marks)**

Question Three

- a) Explain **FIVE** key motivation that may enhance the development of entrepreneurial behavior. **(10 marks)**
- b) Explain how the process of financing small enterprise is different from that of financing a large enterprise. **(10 marks)**

Question Four

Discuss **TEN** critical factors contributing to the majority of small business failure in Kenya. **(20 marks)**

Question Five

- a) Explain the **FIVE** various methods through which business ideas may be generated. **(10 marks)**
- b) Discuss any **FIVE** characteristics of a viable business idea **(10 marks)**