



TECHNICAL UNIVERSITY OF MOMBASA  
**Faculty of Engineering &  
Technology**

DEPARTMENT OF BUILDING & CIVIL ENGINEERING  
**DIPLOMA IN BUILDING & CIVIL ENGINEERING (DBCE 12M)  
DIPLOMA IN ARCHITECTURE (DA 13M)**

BEN 2201: ENTREPRENEURSHIP EDUCATION

**END OF SEMESTER EXAMINATION**

SERIES: APRIL 2014

**TIME ALLOWED: 2 HOURS**

**Instructions to Candidates:**

You should have the following for this examination

- *Answer Booklet*

This paper consists of **FIVE** questions. Answer any **THREE** questions of the **FIVE** questions

All questions carry equal marks  
Maximum marks for each part of a question are as shown  
This paper consists of **TWO** printed pages

### **Question One**

- a) State the advantages of being self-employed. **(6 marks)**
- b) Briefly explain the roles of an entrepreneur in business **(10 marks)**
- c) State FOUR reasons for promoting small scale enterprises. **(4 marks)**

### **Question Two**

- a) Explain ways of identifying potential business opportunities in an area. **(10 marks)**
- b) Briefly explain the reasons for matching skills, resources to changing technology **(10 marks)**

### **Question Three**

- a) Briefly explain the steps taken by operations manager when designing a workshop. **(10 marks)**
- b) Explain the factors that lead to internal motivation. **(10 marks)**

### **Question Four**

- a) Briefly explain the conditions for a good business environment. **(10 marks)**
- b) Explain the reasons for instituting change of strategy in a firm. **(10 marks)**

### **Question Five**

- a) State the qualities of a successful manager. **(8 marks)**
- b) Explain the THREE components of marketing research. **(6 marks)**
- c) Explain the THREE sources of marketing information. **(6 marks)**