



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

DEPARTMENT OF MECHANICAL & AUTOMOTIVE ENGINEERING
DIPLOMA IN MARINE ENGINEERING (DME YI, SII)

EMR 2127: ENTREPREURSHIP II

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
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) Explain the meaning of enterprise social responsibility. **(3 marks)**
- b) Kenya Ports Authority has an elaborate corporate social responsibility (CSR) programme. Discuss the CSR activities of KPA. **(17 marks)**

Question Two

Business planning is essential when setting up an enterprise. Discuss the components of a business plan. **(20 marks)**

Question Three

- a) EPOS (Electronic Point of Sale) till is an essential component in e-business. Explain the functions of EPOS till in a supermarket in a fully automated electronic business platform. **(10 marks)**
- b) Explain the role of information technology in small enterprises. **(10 marks)**

Question Four

Discuss the components of a successful marketing strategy in an enterprise. **(20 marks)**

Question Five

Contending with business competition is very challenging to organizations. Discuss the strategies that organizations employ to counter competition. **(20 marks)**