



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

(A Constituent College of JKUAT)

**DEPARTMENT COMPUTER SCIENCE & INFORMATION TECHNOLOGY
DEPARTMENT OF HOSPITALITY & TOURISM**

DIPLOMA IN INFORMATION TECHNOLOGY (DIT)
DIPLOMA IN TOURISM MANAGEMENT (DCDC)
DIPLOMA IN COMMUNITY DEVELOPMENT & COUNSELLING (DTM)

ENTREPRENEURSHIP EDUCATION

END OF SEMESTER EXAMINATIONS
SERIES: DECEMBER 2011
TIME: 2 HOURS

Instructions to Candidates:

You should have the following for this examination

- *Answer Booklet*

This paper consist of **FIVE** questions in **TWO** sections **A & B**

Answer question **ONE (COMPULSORY)** and any other **TWO** questions

Maximum marks for each part of a question are as shown

This paper consists of **THREE** printed pages

SECTION A (COMPULSORY)

QUESTION 1 (30 Marks)

- a) Define the following terms (10 marks)
- (i) Business Plan
 - (ii) Social Enterprise
 - (iii) Entrepreneurship
 - (iv) Market Research
 - (v) Target Group
- b) Marketing research is classified into two main categories, under each category there are some research undertakings. Critically analyze the **TWO** approaches used by entrepreneurs in analyzing their market and citing the type of research undertaken in each category. (5 marks)
- c) Discuss any **FIVE** qualities of a successful entrepreneur and how each of these qualities would contribute to establishing a strong business foundation (10 marks)
- d) Mr. Gachari wants to start a new business in Mombasa, mainly selling of imported hardware, briefly discuss the entry strategies that he can use for the new venture which will grant his business a success (5 marks)

SECTION B (ANSWER ANY TWO QUESTIONS)

QUESTION TWO (20 Marks)

An entrepreneur creates new business in the face of risk and uncertainty for the purpose of achieving profit and growth by indentifying products, Price, People, Opportunities and jobs.

Discuss this statement citing relevant previews (20 marks)

QUESTION THREE (20 Marks)

Discuss the concept of Entrepreneurship as a career process that culminates to one starting their own business and employing workforce. Citing both the negatives and the positives of the whole process. (20 marks)

QUESTION FOUR (20 Marks)

- a) An entrepreneur is one who creates a new business in the face of risk and uncertainty, for the purpose of achieving profit and growth by identifying opportunities, and assembles the necessary resources to capitalize on those opportunities. Briefly state major challenges faced by entrepreneurs. (10 marks)
- b) Business currently marketing goods and services to the elderly will be forced to reformulate their strategies in the near future as that market segment continues to shrink in size. Whereas marketing is essential in enterprise development. Describe how an entrepreneur can navigate through the marketing environment to ensure success of his venture. (5 marks)
- c) State any **FIVE** advantages of an in-depth marketing component in a standard business plan. (5 marks)

QUESTION FIVE (20 Marks)

- a) Describe the role of government in ensuring successful enterprises are set as a way of curbing the high rate of unemployment in the country **(10 marks)**
- b) Discuss the factors that affect pricing of a commodity in any environment **(10 marks)**