



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

(A Constituent College of JKUAT)

(A Centre of Excellence)

Faculty of Engineering & Technology

**DEPARTMENT OF COMPUTER SCIENCE & INFORMATION
TECHNOLOGY**

**UNIVERSITY EXAMINATION FOR:
BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY
(BSC.IT)**

HRD 2401: ENTREPRENEURSHIP SKILLS

**END OF SEMESTER EXAMINATION
SERIES: DECEMBER 2012
TIME: 2 HOURS**

Instructions to Candidates:

You should have the following for this examination

- *Answer Booklet*

This paper consist of **FIVE** questions

Answer question **ONE (COMPULSORY)** 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) Describe **THREE** methods that the entrepreneur can use to help generate and test new ideas. **(6 marks)**
- b) Define innovation. **(2 marks)**
- c) Derive **THREE** levels of innovation based on the uniqueness of the idea. **(6 marks)**
- d) Discuss the assumption of Maslow's Need Hierarchy theory. **(4 marks)**
- e) Explain the **THREE** types of needs a person acquires at any time according to David McClelland. **(3 marks)**

- f) Explain the following:
- (i) Entrepreneurship Education
 - (ii) Entrepreneurship Culture
 - (iii) Entrepreneurial focus
- (9 marks)**

Question Two

Discuss:

- a) Joseph Schumpeter's views on entrepreneurship:
 - b) Peter Drucker's views on entrepreneurship
 - c) Max Weber's views on entrepreneurship
- (20 marks)**

Question Three

- a) Define leadership **(2 marks)**
- b) Explain **THREE** leadership styles **(6 marks)**
- c) Explain **SIX** sources of business ideas in Kenya **(12 marks)**

Question Four

- a) Define change? **(2 marks)**
- b) How will you prepare to cope with change and competition in a dynamic business environment? **(18 marks)**

Question Five

Discuss the **SEVEN** basic human needs as postulated by Abraham Maslow (1908 – 1970) and which have a strong bearing on the motivational level of an individual towards starting and operating a business. **(20 marks)**