



# **THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE**

***Faculty of Business & Social Studies***

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN HOTEL MANAGEMENT

(DHM J09)

## **ENTREPRENEURSHIP EDUCATION**

END OF SEMESTER EXAMS

**SERIES:** APRIL/MAY 2010

**TIME:** 2 HOURS

### **INSTRUCTIONS TO CANDIDATES**

1. This paper consists of **TWO** sections **A** and **B**.
2. Section **A** is compulsory and carries 30 marks.
3. Choose any **TWO** questions from Section **B**. Each carries 20 marks.

**SECTION A  
(Compulsory)**

- Q.1 (a) Identify the **FOUR** main categories of significant losses. (8 marks)
- (b) Describe the **THREE** main types of risk takers. (6 marks)
- (c) Explain atleast **EIGHT** Strategies entrepreneurs can use to cope with competition. (16 marks)

**SECTION B  
(Answer any TWO questions)**

- Q.2 (a) With relevant examples, describe the **TWO** categories of competition. (8 marks)
- (b) Briefly explain any **SIX** reasons why individuals always RESIST CHANGE. (12 marks)
- Q.3 (a) Explain **FIVE** Negative aspects of group decisions. (10 marks)
- (b) Identify any **FIVE** guidelines for making key decisions. (10 marks)
- Q.4 (a) Brainstorming is one of the techniques used to determine a solution to a problem. Briefly explain the **FOUR** basic rules for the first phase of Brainstorming. (8 marks)
- (b) Describe any **SIX** qualities of a creative mind/person. (12 marks)
- Q.5 (a) Describe **FIVE** techniques that can be used by an Entrepreneur to cope with change. (10 marks)
- (b) Briefly explain any **FIVE** Time Management techniques. (10 marks)