



# **THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE**

***FACULTY OF BUSINESS AND SOCIAL STUDIES***

**DEPARTMENT OF HOSPITALITY AND TOURISM**

**DIPLOMA IN HOTEL MANAGEMENT**

**DIPLOMA IN TOURISM MANAGEMENT**

**(DHM J10/ DTM J10)**

## **ENTREPRENEURSHIP EDUCATION**

**END OF SEMESTER EXAMINATION**

**SERIES:** APRIL/MAY 2010

**TIME:** 2 HOURS

### **Instructions**

1. This paper consists of **TWO** Section **A & B**.
2. Section **A** is **COMPULSORY**. Answer ALL Questions.
3. Section **B** is Answer **TWO** Questions only.
4. Switch **OFF** your **MOBILE PHONES**.
5. Answer **ANY TWO** Questions from Section **B**.
6. Cheating in Examination leads to Disqualification.

**SECTION A**  
(Compulsory - 30 Marks)

**QUESTION ONE**

- (a) Define the following terms:
- (i) Small business
  - (ii) Intra-preneurship
  - (iii) Self-employed
  - (iv) Market
  - (v) Profits **(10 Marks)**
- (b) Explain **FIVE** sources of Business Ideas. **(10 Marks)**
- (c) Explain **FIVE** factors to consider when choosing/selecting sources of business finance. **(10 Marks)**

**SECTION B**  
(Answer ANY **TWO** Questions.)

**QUESTION TWO**

- (a) Explain any **FOUR** roles to an entrepreneur. **(8 Marks)**
- (b) Explain any **SIX** qualities to an entrepreneur as a role model. **(12 Marks)**

**QUESTION THREE**

- (a) Highlight any **FIVE** contributions an entrepreneur will make towards the development of a Nation. **(10 Marks)**
- (b) Highlight the benefits you will derive from starting and operating your own business. **(10 Marks)**

**QUESTION FOUR**

- (a) List **TEN** characteristics of successful entrepreneurs. **(10 Marks)**
- (b) Outline **FIVE** problems an entrepreneur faces in his line of duty. **(10 Marks)**

**QUESTION FIVE**

- (a) Outline factors that leads to the success of an entrepreneur in market. **(10 Marks)**
- (b) Explain **FIVE** strategies to apply in coping with competition in a market. **(10 Marks)**

