



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

FACULTY OF BUSINESS AND SOCIAL STUDIES



DEPARTMENT OF HOSPITALITY AND TOURISM

DIPLOMA IN CATERING AND ACCOMMODATION MANAGEMENT (DCAM A09)

END OF SEMESTER EXAMINATIONS

APRIL/MAY 2010 SERIES

ENTREPRENEURSHIP

TIME: 2 HOURS

Instructions

1. Answer **ALL** Questions in Section A is **COMPULSORY (30 Marks)**
2. Answer **ANY TWO** Questions in **SECTION B** , Each Question Carries **(20 Marks)**

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

Question ONE

- (a). Explain any **SIX** contribution of entrepreneurship towards National Development. **(12 Marks)**
- (b). Highlight and explain **FIVE** requirements of entry into self employment. **(10 Marks)**
- (c). Explain atleast **FOUR** benefits of self employment. **(8 Marks)**

SECTION B : **Attempt any TWO Question (40 Marks)**

Question TWO

- (a). What are the characteristics of a successful entrepreneur. **(10 Marks)**
- (b). Identify and explain atleast **FIVE** types of entrepreneurs in the market. **(10 Marks)**

Question THREE

- (a). State and explain **FIVE** advantages of partnership businesses over others. **(10 Marks)**
- (b). Explain how the Government helps the small scale businesses in the market. **(10 Marks)**

Question FOUR

- (a). Discuss in detail the problem solving procedure in decision making process. **(14 Marks)**
- (b). State and explain how problem can be identified in the business. **(6 Marks)**

Question FIVE

- (a). Highlight and explain atleast **FIVE** external motivating factors that can aspire entrepreneur to choose self employment as career option. **(10 Marks)**
- (b). Consumer characteristics are attributes which entrepreneur should have to satisfy consumer needs effectively. Briefly explain **FIVE** such characteristics. **(10 Marks)**