



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN TOURISM MANAGEMENT

(DTM A09)

ENTREPRENEURSHIP EDUCATION

END OF SEMESTER EXAMS

SERIES: APRIL/MAY 2010.

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES

1. The paper consists of **TWO** Sections **A** and **B**.
2. Section **A** is compulsory. Answer **ALL** questions.
3. Answer any **TWO** questions from Section **B**. All questions in Section **B** carry equal marks.

SECTION A (Answer **ALL** questions)

- Q.1 (a) Explain any **FIVE** attributes which can make a person to be an effective entrepreneur. (10 marks)
- (b) Absalom is a graduate of Mombasa Polytechnic University College with a diploma in pharmacy. He wants to start a business. Advice him on how to generate a suitable business idea. (10 marks)
- (c) The Kenya Government encourages citizens to choose self-employment. Explain the incentives that Kenyan entrepreneurs enjoy from the Government. (10 marks)

SECTION B

Answer any **TWO** questions from this Section.

- Q.2 Explain how each of the listed factors below expose and accelerate the growth of women owned enterprises in this country.
- (i) Entrepreneurship Education and Training. (5 marks)
- (ii) Networking (5 marks)
- (iii) Credit and Finance (5 marks)
- (iv) Infrastructure (5 marks)
- Q.3 (a) Explain any **FIVE** of the contents/clauses of a Memorandum of Association for Limited Companies. (10 marks)
- (b) Franchising is one of the good methods of going into business. Identify **THREE** advantages and **TWO** disadvantages of a Franchise to an entrepreneur. (10 marks)
- Q.4 (a) Business people today are aware that they must satisfy their customers' needs. Explain any **FIVE** benefits of customer satisfaction to the business enterprise. (10 marks)
- (b) Outline the importance of carrying out a feasibility study before starting a business. (10 marks)
- Q.5 (a) (i) What is a market for a business? (2 marks)
- (ii) Write short notes on the following items:
- (I) Marketing Mix (4 marks)
- (II) Marketing concept. (4 marks)
- (b) Explain why a customer is often referred to as the 'lifeblood' of any business enterprise. (10 marks)