



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). Entrepreneurial motivation is a driving force aspiring potential entrepreneurs to choose self employment as career option. Briefly explain any **FIVE** internal motivating factors. **(10 Marks)**
- (b). Highlight and explain atleast **FIVE** types of entrepreneurs in the market. **(10 Marks)**
- (c). What factors should entrepreneurs consider when choosing the appropriate business location. **(10 Marks)**

SECTION B : **Attempt ANY TWO Questions**

Question TWO

- (a). Market survey is a systematic tool which can be used to reduce risks and improve the probability of entrepreneur's success. Briefly explain the steps followed in market & survey. **(12 Marks)**
- (b). State and explain any **THREE** importance of communication to the business enterprises. **(6 Marks)**

Question THREE

- (a). Highlight and explain the procedure of starting a business. **(10 Marks)**
- (b). Identify and explain the essential of valid business contract. **(10 Marks)**

Question FOUR

- (a). What are salient advantages of partnership businesses over other. **(10 Marks)**
- (b). Explain how the Government helps the small scales businesses in the market. **(10 Marks)**

Question FIVE

- (a). State and explain any **FIVE** methods of Decision Making Process. **(10 Marks)**
- (b). List and explain the factors which can help the entrepreneur in identifying and accessing business activities at a local level. **(10 Marks)**