



# **THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE**

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

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN TOURISM MANAGEMENT

(DTM 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. Answer any **TWO** questions from Section **B**, each question carries 20 marks.

**SECTION A**  
(COMPULSORY)

- Q.1 (a) (i) Outline **FIVE** sources of information that an entrepreneur can use to gather knowledge about the technical aspect of the Business. (10 marks)
- (ii) Briefly explain any **FIVE** methods that an entrepreneur can use to collect information from the sources you have mentioned in (i) above. (10 marks)
- (b) (i) Define Business Finance. (2 marks)
- (ii) Outline **FOUR** factors that might influence an entrepreneurs choice on a source of finance. (8 marks)

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

- Q.2 (a) Briefly describe **THREE** types of technology based on characteristics. (6 marks)
- (b) Explain **SEVEN** characteristics of an appropriate technology. (14 marks)
- Q.3 (a) Describe atleast **SIX** characteristics of small scale enterprises. (12 marks)
- (b) You are a Manager in one of the organizations that assists small scale entrepreneurs. Briefly explain atleast **FOUR** needs you will have to satisfy to assist the small scale entrepreneurs. (8 marks)
- Q.4 (a) Briefly explain the procedure followed in selecting an appropriate technology. (12 marks)
- (b) Explain any **FOUR** qualities of a successful entrepreneur. (8 marks)
- Q.5 (a) Describe any **FIVE** problems of a small scale entrepreneur. (10 marks)
- (b) Outline any **FIVE** sources of a business idea. (10 marks)