



# TECHNICAL UNIVERSITY OF MOMBASA

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FACULTY OF ENGINEERING AND TECHNOLOGY  
DEPARTMENT OF MECHANICAL & AUTOMOTIVE  
ENGINEERING

## UNIVERSITY EXAMINATION FOR:

DIPLOMA IN MARINE ENGINEERING Y1S2

EMR 2122 : ENTREPRENEURSHIP II

END OF SEMESTER EXAMINATION

**SERIES:** APRIL 2016

**TIME:** 2 HOURS

**DATE:** Pick Date Select Month Pick Year

### Instructions to Candidates

You should have the following for this examination

*-Answer Booklet, examination pass and student ID*

This paper consists of five questions. Attempt any THREE questions.

**Do not write on the question paper.**

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### Question ONE

. (a) Sole proprietorship is a common form of business ownership in Kenya. Explain features of sole proprietorship and how it is operated (6 marks)

(b) Discuss the procedure of starting an enterprise by partnership giving details of operation, liability and where this form of business ownership is best suited (14 marks)

### Question TWO

(a) Explain the meaning of corporate social responsibility (3 marks)

(b) Kenya Ports Authority has a good corporate social responsibility (CSR) programme. Discuss the CSR activities of KPA. (17 marks)

### **Question THREE**

Business planning is essential when setting up an enterprise particularly for presentation to potential investors or financial institutions when seeking funding. Discuss the components of a business plan (20 marks)

### **Question FOUR**

(a) Explain with relevant examples business support services essential to a small enterprise (10 marks)

(b) Explain the role of information technology in a small enterprise (10 marks)

### **Question FIVE**

Discuss the components of a successful marketing strategy in an enterprise (20 marks)