

**TECHNICAL UNIVERSITY OF MOMBASA**  
**BSC. MECHANICAL ENGINEERING 5<sup>TH</sup> YEAR**  
**HRD 2401: ENTREPRENEURSHIP SKILLS EXAMINATION**  
**MAY 2016 SERIES**

**Instructions: Answer question One and any other two questions**

**Time: Three hours.**

**PAPER B**

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**Question1:**

- a). Every successful entrepreneur brings about benefits not only for himself/herself but for the town, county, region or country as a whole. Explain the benefits that can be derived from entrepreneurial activities (10Mks)
  
- b) Small businesses tend to have lower survival rates yet they play a significant role in the Kenyan economy. Discuss the main reasons why small businesses fail. (10 Mks)
  
- c) Explain any five techniques that can be used to generate business ideas (10Mks)

**Question2:**

- a) In order to industrialize and achieve vision 2030, the government of Kenya encourages learning institutions to offer entrepreneurship skills in order to encourage more citizens to venture into business. Discuss what business considerations you would consider when starting up a business venture (10Mks)
  
- b) Record keeping is a very important aspect of business. Many business men still do not keep records despite knowing this. Discuss any five reasons why some people Do Not Keep Records (10Mks)

**Question3:**

- a) Market segmentation helps the marketers to devise and implement relevant strategies to promote their products amongst the target market as they easily formulate strategies and plans to make their brands popular amongst the consumers. Discuss the concept of market segmentation and the steps involved (15 Mks)

b) Entrepreneurs are very valuable people in the growth of a nation. Highlight any five Functions of Entrepreneurs (5Mks)

**Question 4:**

a) The principles, practices, skills, and tools of time management work together to help you get more value out of your time with the aim of improving the quality of your life. Discuss any six tips of Effective time management (12Mks)

b) The environment of any organization is the aggregate of all conditions, events and influences that surround and affect it. Explain four features of a business environment (8Mks)

**Question5:**

'Failing to plan is planning to fail'. Discuss this statement in the view of the purpose of and importance of business planning. (20Mks)