



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies
Faculty of Applied and Health Sciences
Faculty of Engineering and Technology

DIPLOMA PROGRAMMES

BEN 2201: ENTREPRENEURSHIP EDUCATION

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **FIVE** questions.
- Answer question **ONE (Compulsory)** and any other **TWO** questions.
- Do not write on the question paper

This paper consists of Two printed pages.

QUESTION 1 (Compulsory)

- a) Define the following terms:
- i) Entrepreneurship (2 marks)
 - ii) Entrepreneur (2 marks)
 - iii) Self employees (2 marks)
 - iv) Enterprises (2 marks)
 - v) State any **FOUR** factors of production. (4 marks)
- b) Outline any **SIX** non-financial incentives that entrepreneurs could use to motivate employees in an enterprise. (6 marks)
- c) State and explain **SIX** characteristics of an appropriate technology. (6 marks)
- d) State and explain the **THREE** basic types of finance required by small business. (6 marks)

QUESTION 2

- a) Entrepreneur culture is quite diverse and cannot just be pegged to some specific traits even though they may be important. Define what entrepreneurial culture is and explain factors that inhibit entrepreneurial development. (10 marks)
- b) Cultural habits that promote entrepreneurial development. (10 marks)

QUESTION 3

- a) State and explain factors that an entrepreneur should consider before starting a business. (10 marks)
- b) Once an entrepreneur has identified an attractive idea it is important to increase his interest in the idea by undertaking feasibility study, state and explain the analysis involved in the same. (10 marks)

QUESTION 4

- a) Discuss the non-financial assistance available to entrepreneurs. (10 marks)
- b) Explain the entrepreneurial behaviour leading to business failure. (10 marks)

QUESTION 5

- a) State and explain the criteria used for selecting sources of finance. (10 marks)
- b) Explain **FIVE** contribution of entrepreneurship towards national development (10 marks)