



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

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF BUSINESS ADMINISTRATION
BACHELOR OF SCIENCE IN MECHANICAL ENGINEERING
BACHELOR OF COMMERCE

BEN 4401: ENTREPRENEURSHIP SKILLS

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- 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 “modern entrepreneurship”. **(2 marks)**

- b) Explain the following terms as applied in entrepreneurship:
 - i) “Small is beautiful”
 - ii) “Creative destruction” **(4 marks)**

- c) Identify **FOUR** benefits of entrepreneurship. **(4 marks)**

- d) Explain **THREE** methods of generating business ideas. **(6 marks)**

- e) Identify and explain **FOUR** rules of brainstorming. **(4 marks)**

- f) i) Define entrepreneurial motivation. **(2 marks)**
ii) Describe the **FOUR** steps in the motivation process. **(4 marks)**
- g) Explain **FOUR** reasons why most young men today choose self-employment as a career option. **(4 marks)**

QUESTION 2

Using a cornucopia, the traditional symbol of abundance, describe the product-evolution process.

(20 marks)

QUESTION 3

Discuss the obstacles inhibiting the development of entrepreneurship in developing countries.

(20 marks)

QUESTION 4

- a) Explain **FIVE** creative problem solving techniques that can be used to unlock creativity and come up with new ideas. **(10 marks)**
- b) Discuss any opportunity recognitive model used in the opportunity recognition process. **(10 marks)**

QUESTION 5

Discuss the problems of starting and operating a small business in Kenya.

(20 marks)