



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN CATERING & ACCOMMODATION MANAGEMENT (DCAM A09)

ENTREPRENEURSHIP

END OF SEMESTER EXAMS

SERIES: APRIL/MAY 2010

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES

1. The paper consists of **TWO** Sections **A** and **B**.
2. Section **A** is compulsory.
3. Answer any **TWO** questions from Section **B**.

SECTION A
Compulsory (30 Marks)

QUESTION ONE

- (a) Entrepreneurial motivation is a driving force aspiring potential entrepreneurs to choose self employment as career option. Briefly explain any **FIVE** internal motivating factors. **(10 Marks)**
- (b) Highlight and explain atleast **FIVE** types of entrepreneurs in the market. **(10 Marks)**
- (c) What factors should entrepreneurs consider when choosing the appropriate business location. **(10 Marks)**

SECTION B
Attempt ANY TWO Questions

QUESTION TWO

- (a) Market survey is a systematic tool which can be used to reduce risks and improve the probability of entrepreneur's success. Briefly explain the steps followed in market survey. **(12 Marks)**
- (b) State and explain any **THREE** importance of communication to the business enterprises. **(6 Marks)**

QUESTION THREE

- (a) Highlight and explain the procedure of starting a business. **(10 Marks)**
- (b) Identify and explain the essential of valid business contract. **(10 Marks)**

QUESTION FOUR

- (a) What are salient advantages of partnership businesses over other. **(10 Marks)**
- (b) Explain how the Government helps the small scales businesses in the market. **(10 Marks)**

QUESTION FIVE

- (a) State and explain any **FIVE** methods of Decision Making Process. **(10 Marks)**
- (b) List and explain the factors which can help the entrepreneur in identifying and accessing business activities at a local level. **(10 Marks)**