



TECHNICAL UNIVERSITY OF MOMBASA

FACULTY OF ENGINEERING AND TECHNOLOGY

DEPARTMENT OF MECHANICAL & AUTOMOTIVE ENGINEERING

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN MARINE ENGINEERING

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.

Question ONE

Discuss the components of the business plan

(20 marks)

Question TWO

(a) Explain the benefits of ICT (information and communication technology) to a small enterprise (10marks)

(b) Explain the role of innovation in entrepreneurship

(10 marks)

Question THREE

(a) Explain the meaning of enterprise social responsibility

(3 marks)

(b) Discuss the role of corporate social responsibility. Give relevant examples

(17 marks)

Question FOUR

Discuss marketing activities in an enterprise (20 marks)

Question FIVE

From the following trial balance of Masco Max, draw up a trading profit and loss account for the year ended 31st December, 2009.

	Dr Ksh	Cr Ksh
Capital		226,360.00
Stock	23,680.00	
Carriage outwards	2,000.00	
Carriage inwards	3,100.00	
Returns inwards	2,050.00	
Sales		18,600.00
Purchases	118,740.00	
Return outwards		8,220.00
Salaries and wages	38,620.00	
Rent	3,040.00	
Insurance	780.00	
Sundry expenses	6,640.00	
Advertising	2,160.00	
General expenses	4,800.00	
Land and Buildings	50,000.00	
Furniture & Fittings	18,000.00	
Motor Car	3,500.00	
Debtors	38,960.00	
Bank	104,820.00	
Creditors		17,310.00
Drawings	<u>12,000.00</u>	
	<u>432,890.00</u>	<u>432,890.00</u>

Stock as at 31st December 2009 was Ksh.30, 000.00.

(20 marks)