



**THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE**  
***FACULTY OF BUSINESS AND SOCIAL STUDIES***

**DEPARTMENT OF LIBERAL STUDIES AND COMMUNITY DEVELOPMENT**

**DIPLOMA IN COMMUNITY DEVELOPMENT AND COUNSELING**  
**(DCDC J010)**

**END OF SEMESTER EXAMINATION**

**APRIL/MAY 2010 SERIES**

**DCD 116: ENTREPRENEURSHIP EDUCATION I**

**TIME: 2 HOURS**

**Instructions**

1. Answer Question **ONE** in Section **A**.
2. Answer any **TWO** Questions from Section **B**.
3. Observe Examination Rules.

**SECTION A**  
(Compulsory)

**QUESTION ONE**

- (a) The following were the employment figures projected between 1986 to 2000.

	<b>Rural-Urban Employment</b>	<b>Additional Employment</b>	<b>Estimated Employment</b>
	<b>1986</b>	<b>By year 2000</b>	<b>Year 2000</b>
<b>Rural</b>	6,183,000	4,293,000	10,476,000
<b>Urban</b>	1,251,000	1,680,000	2,931,000
	7,434,000	5,973,000	13,407,000

- What is the significance of these dates; if rural areas are expected to provide 2,164,000 rural non-farm jobs while the urban informal sector is expected to create 1,267,000 jobs? **(5 Marks)**
- (b) What are the disadvantages of a partnership? **(5 Marks)**
- (c) What are the characteristics of a good business opportunity? **(4 Marks)**
- (d) What factors can help in identifying and assessing business opportunities at the local level? **(4 Marks)**
- (e) Outline the **FOUR** steps or **PROCEDURES** in starting a **BUSINESS**. **(4 Marks)**
- (f) Name and explain **EIGHT ATTRIBUTES** of an entrepreneur. **(8 Marks)**

**SECTION B**

(Answer any **TWO** Questions from this Section.)

**QUESTION TWO**

Discuss the causes of high mortality rate of small scale business in Kenya. **(20 Marks)**

**QUESTION THREE**

Discuss the many ways used to **SEARCH** for business ideas when one wants to become an entrepreneur. **(20 Marks)**

**QUESTION FOUR**

- (a) What information should be known about potential customers when one is selecting a suitable market? **(20 Marks)**
- (b) Where can information concerning customer behavior be found? **(10 Marks)**

**QUESTION FIVE**

The consumer market is continuously changing. Highlight the factors that have contributed to consumer changes in the last few years. **(20 Marks)**