TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

DIPLOMA IN LOGISTICS AND TRANSPORT MANAGEMENT

DIPLOMA HUMAN RESOURCE MANAGEMENT

DIPLOMA IN BUSINESS ADMINISTRATION

DIPLOMA IN ACCOUNTANCY

DIPLOMA IN BUSINESS MANAGEMENT

DIPLOMA IN PROCUREMENT AND MATERIALS MANAGEMENT

DIPLOMA NAUTICAL

DIPLOMA IN COMMUNITY HEALTH

DIPLOMA BUILDING AND CIVIL ENGINEERING

BEN 2202

ENTREPRENEURSHIP EDUCATION

MAY 2016

2 HOURS

SECTION A IS COMPULSORY.ATTEMPT ANY TWO QUESTIONS IN SECTION B

SECTION A

1 (a) Explain SIX characteristics of an effective decision making process (6marks)

(b)Goal setting process is of importance to all types of organisations. Highlight FOUR characteristics of sound goals (4 marks)

(c)Highlight five non-financial incentives that entrepreneurs could use to motivate employees in an enterprise (5 marks)

(d)Explain five internal factors that motivate a person to become an entrepreneur (5 marks)

(e)Briefly explain entrepreneurial behaviour that may lead to business Failure (10 marks)

SECTION B

2 (a) List and describe the challenges that small scale business firms encounter in your country (10 marks)

(b)Describe five ethical issues that have negative effects on customers (10 marks)

3 (a) Explain the impact of HIV/AIDS on business enterprises (10 marks)

(b)Every entrepreneur aims at being successful. In relation to this statement, explain skills that an entrepreneur should posses to be successful in running his business (10 marks)

4 (a) Describes Five sources of finance available to business organizations (10 marks)

(b)State and explain factors that an entrepreneur should put into consideration when determining the most suitable source of capital for his business (10 marks)

5 (a) Discuss sources of information available to an entrepreneur on existing technology (8 marks)

(b)(i) Briefly explain FOUR types of risks that are faced by an entrepreneur (8 marks)

(ii) List ways an entrepreneur can manage risks in the enterprise (4marks)