



# **THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE**

## ***Faculty of Business & Social Studies***

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION II

### **MC 406: ENTREPRENEURSHIP & COMMUNICATION**

END OF SEMESTER EXAMINATIONS

**SERIES:** SEPTEMBER/OCTOBER 2011

**TIME:** 2 HOURS

#### **INSTRUCTIONS:**

- Attempt **THREE** questions from Section **A**.
- Attempt **TWO** questions from Section **B**.

**SECTION A** (Answer **THREE** question from this section)

1. (a) Define the term “an entrepreneurship”. **(2 marks)**  
(b) State and explain any **NINE** qualities of a successful entrepreneur. **(18 marks)**
2. You are planning to open a Bureau of information upon your graduation. Explain the advantages and the disadvantages of running such a venture. **(20 marks)**
3. Describe business life cycle. **(20 marks)**
4. (a) State **TEN** major sources of business ideas. **(10 marks)**  
(b) State **FIVE** major sources of finance for an entrepreneur. **(10 marks)**

**SECTION B** (Answer **TWO** questions)

5. Using a diagram, describe **EIGHT** elements of communication. **(20 marks)**
6. Discuss the utility and limitations of Information Communication Technology to a firm. **(20 marks)**
7. Explain the major elements of non verbal communication. **(20 marks)**