

# **TECHNICAL UNIVERSITY OF MOMBASA**

## ***FACULTY OF BUSINESS***

### **DIPLOMA PROGRAMMES**

#### **BEN 2201: ENTREPRENEURSHIP EDUCATION**

#### **END OF SEMESTER EXAMINATIONS**

**SERIES: MAY 2016**

**TIME: 2 HOURS**

#### **INSTRUCTIONS:**

- This paper consists of five questions
- Answer question ONE (Compulsory) and any other TWO questions
- Do not Write on the question paper.

#### **Section A**

- 1a) Describe the major changes that create opportunities for entrepreneurs (8marks)
- b) Highlight five internal and five external sources of finance for an aspiring entrepreneur (5marks)
- c) Entrepreneurs are the key drivers of a country's national development. How do they do this? (9marks)
- d) Explain four enterprise growth strategies employed by entrepreneurs in Kenya today (8marks)

#### **Section B**

#### **QUESTION TWO**

- a) Describe the essential features of an effective business plan (10marks)
- b) Explain giving examples why many leaders have difficulties in implementing the business plan of their businesses (10marks)

### **QUESTION THREE**

- a) Explain different factors that motivate individuals to become entrepreneurs (10 marks)
- b) Briefly discuss ways of identifying business opportunities(10marks)

### **QUESTION FOUR**

- a) Kahindi has been implementing his business without a business plan explain the qualities and importance of having one? ( 15 marks)
- b) You applied for the Uwezo Fund to set up your business and you were not successful. Explain factors that you may consider to be successful. (5 marks)

### **QUESTIONS FIVE**

- a)As the manager of the youth enterprise fund in Mpeketoni, explain the characteristics you will consider in identifying youth entrepreneurs. (10 Marks)
- b) Define business ethics? Why is it important to entrepreneurs.(10 marks)