THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

FACULTY OF BUSINESS AND SOCIAL STUDIES

DEPARTMENT OF LIBERAL STUDIES AND COMMUNITY DEVELOPMENT

CERTIFICATE IN COMMUNITY DEVELOPMENT AND COUNSELING

(CCDC A09)

END OF SEMESTER EXAMINATIONS

APRIL/MAY 2010 SERIES

CCD 126:   ENTERPRENUERSHIP EDUCATION II

TIME: 2 HOURS

Instructions

1. This paper contains **TWO** Sections **A** and **B.**
2. Answer **ALL** Questions in Section **A** (Compulsory)
3. Attempt Any **TWO** Questions only from Section **B**.
4. Strictly observe **ALL** Examination rules.

SECTION A
(Compulsory)

Q.1 (a) Highlight any **FIVE** characteristics of a small business. **(5 Marks)**

(b) State **FIVE** reasons why businesses fail. **(5 Marks)**

(c) Describe a good market. **(4 Marks)**

(d) Give any **FOUR** essential components of a legally binding contract. **(4 Marks)**

(e) Outline how to conduct a feasibility study for a product/service of your choice. **(6 Marks)**

(f) State **FOUR** reasons why most small business owners do not keep records. **(4 Marks)**

(g) Give **FOUR** resource factors to be considered by an entrepreneur who wants to start a business. **(2 Marks)**

SECTION B
(Answer any **TWO** questions from this Section.)

Q.2 Select a business product of your choice then use the **FOUR** (4 P's) of market mix to prepare a marketing strategy for the business. **(20 Marks)**

Q.3 Outline and explain any **FIVE** factors to consider when selecting a source of business finance to start and run a business. **(20 Marks)**

Q.4 Identify and explain **FOUR** strategies that have been adopted by the Kenyan Government to promote the development of small scale enterprises. **(20 Marks)**

Q.5 Describe the nature and scope of **FOUR** aspects of a project that require a feasibility study analysis. **(20 Marks)**