



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA AND GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION (RADIO & PRINT)

DIPLOMA IN GRAPHIC DESIGN II

ENTREPRENEURSHIP

END OF SEMESTER EXAMS

SERIES: APRIL/MAY 2010

TIME: 2½ HOURS

INSTRUCTIONS TO CANDIDATES

1. The paper consists of **EIGHT** questions.
2. Answer any **FIVE** questions only.
3. All questions carry equal marks.
5. Cheating leads to disqualification.
6. Switch off mobile phone.

- Q.1 Discuss the advantages and disadvantages of self-employment. (20 marks)
- Q.2 (a) Define the term Market and a broad definition of Marketing. (4 marks)
(b) Discuss the components of marketing for a product. (16 marks)
- Q.3 Discuss the barriers to creativity and innovation. Explain ways of managing barriers to creativity and innovation. (20 marks)
- Q.4 (a) Discuss the environmental forces affecting a modern marketing system or any company. (10 marks)
(b) Discuss the elements of a modern marketing system. (10 marks)
- Q.5 (a) Highlight **TEN** attributes of entrepreneurs. (10 marks)
(b) Discuss briefly the types of entrepreneurs as explained by Stephen Covey. (10 marks)
- Q.6 (a) Explain the areas which are regarded as competencies of entrepreneurs. (10 marks)
(b) Discuss the advantages and disadvantages of paid employee. (10 marks)
- Q.7 Discuss the contributions of entrepreneurship to the development of Kenyan economy. (20 marks)
- Q.8 The small enterprise sector which comprises of above 90% of all enterprises in Kenya has received considerable attention because of its pervasive nature in both urban and rural areas.
Discuss the survival of the small enterprises. (20 marks)