



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Engineering and Technology

DEPARTMENT OF MECHANICAL AND AUTOMOTIVE ENGINEERING

UNIVERSITY EXAMINATION FOR:

DIPLOME IN MARINE ENGINEERING (DMAE 1)

EMR 2111 ENTREPRENEURSHIP I

END OF SEMESTER EXAMINATION

SERIES: DEC 2016 PAPER-B

TIME: 2 HOURS

DATE: 2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt any **THREE** questions.

Do not write on the question paper.

Question ONE

- (a) The word entrepreneur derives from two French words, explain. (4Marks)
- (b) Growth of the economy in Kenya has significantly been influenced by small and medium scale enterprises. Discuss the role of entrepreneur in the economy.
(16 marks)

Question TWO

Entrepreneurs are able to identify opportunity and convert it into viable business no matter how difficult the circumstances might be. Explain any ten quality characteristics of successful entrepreneurs.(20 Marks)

Question THREE

- (a) Business environment is rough and many firms apply Red Ocean strategies to outdo their competitors. Identify SIX competitive challenges faced by entrepreneurs (12 Marks)
- (b) Explain FOUR types of entrepreneurs (8 Marks)

Question FOUR

- (a) Many potential entrepreneurs have shied from starting business due to belief in a myriad of myths. Explain FOUR myths associated with entrepreneurship (8 Marks)
- (b) Explain SIX cultural factors affecting entrepreneurial development in Kenya (12 Marks)

Question FIVE

- (a) Highlight the factors that an entrepreneur need to consider when selecting a suitable market for a product (8 Marks)
- (b) Entrepreneurship success depends on opportunity. Explain SIX ways in which an entrepreneur can use to identify a good business opportunity (12 Marks)