



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 & B.
2. Answer **ALL** Questions in Section A (Compulsory)
3. Attempt Any **TWO** Questions from section B.
4. Strictly observe **ALL** Examination rules.

SECTION A:**(Compulsory)****Question ONE**

- (a). Outline and briefly explain the **FOUR** elements of entrepreneurship. **(8 Marks)**
- (b). Suggest **FOUR** strategies an entrepreneur can adopt to minimize business failure. **(4 Marks)**
- (c). Highlight **FOUR** circumstances under which a written contract is required. **(4 Marks)**
- (d). Explain **TWO** reasons that motivate people's buying behavior. **(4 Marks)**
- (e). Describe **TWO** methods of market segmentation. **(4 Marks)**
- (f). Highlight any **THREE** factors that an Entrepreneur who wants a location for a Bakery business will consider. **(6 Marks)**

SECTION B**(Answer Any TWO Questions)**

- 2. Consumer markets is one of the focal areas that concerns entrepreneurs. Describe the **FIVE** (5 w's) of marketing used for analyzing consumer behavior. **(20 Marks)**
- 3. Discuss an entrepreneur's role in National Development. **(20 Marks)**
- 4. (a). Highlight **FOUR** reasons why small business operators are reluctant to seek information from outside sources. **(8 Marks)**
(b). Discuss **FOUR** advantages of equity capital. **(12 Marks)**
- 5. (a). What's market research? **(2 Marks)**
(b). Give **TWO** methods of collecting information for market research purposes. **(2 Marks)**
(c). Describe the **FOUR** (4 p's) of market mix that a marketer can use to prepare a marketing strategy for a business. **(16 Marks)**