



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF BUSINESS

BUSINESS/SOCIAL SCIENCES/HOSPITALITY/ENVIRONMENT/MATHS & PHYSICS/

## UNIVERSITY EXAMINATION FOR:

BCOM/BBA/BSDS/BTHM/BSTM/BTMB/BTRE/BSSC/BTAP/BMCS/BSCH/BTIT/BJMC

BEN4401: ENTREPRENEURSHIP SKILLS

## END OF SEMESTER EXAMINATION

**SERIES:** DEC, 2016

**TIME:** 2 HOURS

**DATE:** Pick Date Select Month Pick Year

### Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of 5 questions. Attempt **Question ONE** and any other **TWO** Questions.

**Do not write on the question paper.**

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**Question ONE** a) Define “Modern Entrepreneurship” ? ( 2 marks)

b) Differentiate between “an entrepreneur” and “an inventor” (4 marks)

c) Discuss 5 reasons for slow growth of entrepreneurship in developing countries

(10 marks)

d) Enumerate SIX sources of business Ideas (12 marks)

e) Define “ Brainwriting” (2 marks)

**Question TWO** Using a Cornucopia, the traditional symbol of abundance, describe the FIVE

Phases of the product-evolution process? ( 20 marks)

- Question THREE** (a) What is entrepreneurial Motivation? (2 marks)
- (b) Discuss David McClelland's needs theory on entrepreneurial Motivation. (8 marks)
- (c) Explain the 5Cs of credit which financial Institutions will consider before giving credit to an entrepreneur. (10 marks)

- Question FOUR** (a) Discuss THREE theories of entrepreneurship (10 marks)
- (b) Identify and describe the FIVE phases of a business plan.(18 marks)

- Question FIVE** (a) Define change ? (2 marks)
- b)** How will you prepare to cope with change and competition in a dynamic business environment? ( 18 marks)