



# TECHNICAL UNIVERSITY OF MOMBASA

---

SCHOOL OF BUSINESS

BUSINESS/SOCIAL STUDIES/HOSPITALITY/ENVIRONMENT/MATHS &

PHYSICS/MICROBIOLOGY/COMPUTING/APPLIED/MEDICAL

## UNIVERSITY EXAMINATION FOR:

BCOM/BBA/BSDS/BTHM/BSTM/BTMB/BTRE/BSSC/BTAP/BMCS/BMLS/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.**

---

**Question ONE** (a) Define entrepreneurship using the “Traditional definition” ( 2 marks)

(b) Identify the 4 aspects of the “Modern definition of entrepreneurship” (8 marks)

(c) Describe 5 techniques which can be used to unlock Creativity and new Ideas and Innovations be generated? (10 marks)

(d) Identify and explain 5 sources of business finance in Kenya ( 10 marks)

**Question TWO** (a) Describe the 4 phases of the Product planning and development process? (8 mks)

(b) Define and differentiate “innovation” and “Invention” ( 6 marks)

(c) Describe the 3 levels of innovation based on uniqueness (6 marks)

**Question THREE** 4. (a) Describe the factors that may still account for lower participation rates of women than Men in entrepreneurship. (10 mks)

(b) Discuss the role of information and communications technologies on the development

Of entrepreneurship ( 10 mks)

**Question FOUR** a) Describe the 3 Categories of startups that can result from the entrepreneurial Process? (10marks)

b) Discuss the contributions of entrepreneurs to the Economic development of Kenya (10 marks)

**Question FIVE2.** (a) Discuss the problems of starting and operating a small business in Kenya.(10 marks)

(b) Some entrepreneurs have difficult managing and growing the venture they create. Describe 10 leadership styles they can employ/use? (10 mks)