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 J010

END OF SEMESTER I EXAMINATIONS

APRIL/MAY 2010 SERIES

:   ENTREPRENUERSHIP EDUCATION I

TIME: 2 HOURS

Instructions to Candidates

1. This paper contains **TWO** Sections **A & B.**
2. Section **A** is **COMPULSORY** answer **ALL** Questions.
3. Attempt **ANY TWO** Questions from Section **B.**
4. Strictly observe **ALL** Examination Rules.

SECTION A

Question ONE

(a).   Define the term Entrepreneurship.   **(4 Marks)**

(b).   Highlight any **FOUR** negative attributes of a small business.   **(4 Marks)**

(c).   Describe any **TWO** ways that a family can be useful to a business.   **(4Marks)**

(d).   Give **FOUR** advantages of sole-proprietorship.   **(4 Marks)**

(e).   Explain **FOUR** reasons why most small business owners do not keep records.
                                                                            (4 Marks)

(f).   Differentiate between buy-sell arnicas and economy of scale exploiters.
                                                                            (4 Marks)
(g).   Outline **FOUR** advantages of self-employment.   **(4 Marks)**

(h).   Illustrate how a business Franchise operates.   **(2 Marks)**

SECTION B

Question TWO

Discuss **FIVE** difficulties an entrepreneur can encounter whole operating a small business.   **(20 Marks)**

Question THREE

Explain **FIVE** requirements an entrepreneur should put into consideration before starting a business.   **(20 Marks)**

Question FOUR

Suggest and discuss **FIVE** strategies an entrepreneur can adopt in order to minimize business failure.   **(20 Marks)**

Question FIVE

Kongowea market place is a popular hub for economic activities especially small scale business operators. Highlight **FIVE** characteristics exhibited by women entrepreneurs at Kongowea.   **(20 Marks)**