



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE
FACULTY OF BUSINESS AND SOCIAL STUDIES

DEPARTMENT OF LIBERAL STUDIES AND COMMUNITY DEVELOPMENT

DIPLOMA IN COMMUNITY DEVELOPMENT AND COUNSELING DCDC J010

END OF SEMESTER EXAMINATION

APRIL/MAY 2010 SERIES

DCD 116 : ENTREPRENEURSHIP EDUCATION I

TIME: 2 HOURS

Instructions

1. Answer Question **ONE** in Section **ONE**.
2. Answer any **TWO** Questions from Section **Two**.
3. Observe Examination Rules.

SECTION ONE

Question ONE

(Compulsory)

- (a). The following were the employment figures projected between 1986 to 2000.

	Rural-Urban Employment	Additional Employment	Estimated Employment
	1986	By year 2000	Year 2000
Rural	6,183,000	4,293,000	10,476,000
Urban	1,251,000	1,680,000	2,931,000
	7,434,000	5,973,000	13,407,000

- What is the significance of this data; if rural areas are expected to provide 2,164,000 rural non-farm jobs while the urban informal sector is expected to create 1,267,000 jobs? **(5 Marks)**
- (b). What are the disadvantages of a partnership? **(5 Marks)**
- (c). What are the characteristics of a good business opportunity? **(4 Marks)**
- (d). What factors can help in identifying and assessing business opportunities at the local level. **(4 Marks)**
- (e). Outline the **FOUR** steps or **PROCEDURES** in starting a **BUSINESS**. **(4 Marks)**
- (f). Name and explain **EIGHT ATTRIBUTES** of an entrepreneur. **(8 Marks)**

SECTION TWO

(Answer TWO Questions)

Question TWO

Discuss the causes of high mortality rate of small scale business in Kenya. **(20 Marks)**

Question THREE

Discuss the many ways used to **SEARCH** for business ideas when one wants to become an entrepreneur. **(20 Marks)**

Question FOUR

- (a). What information should be known about potential customers when one is selecting a suitable market. **(20 Marks)**
- (b). Where can information concerning customer behavior be found? **(10 Marks)**

Question FIVE

The consumer market is continuously changing. Highlight the factors that have contributed to consumer changes in the last few years. **(20 Marks)**