



**TECHNICAL UNIVERSITY OF MOMBASA
SCHOOL OF BUSINESS**

**DEPARTMENT OF COMPUTER SCIENCE AND TECHNOLOGY /DIPLOMA IN
BUSINESS ADMINISTRATION/DIPLOMA IN ACCOUNTANCY/DIPLOMA IN
BUSINESS MANAGEMENT/DIPLOMA IN PROCUREMENT AND MATERIALS
MANAGEMENT/DIPLOMA IN SALES AND MARKETING/DIPLOMA IN FRONT
OFFICE ORGANIZATION/DIPLOMA IN LOGISTICS AND TRANSPORT
MANAGEMENT/DIPLOMA IN ELECTRICAL ENGINEERING/DIPLOMA IN
MEDICAL ENGINEERING/DIPLOMA IN MECHANICAL ENGINEERING/DIPLOMA
IN INFORMATION COMMUNICATION TECHNOLOGY**

BEN 2201: ENTREPRENEURSHIP EDUCATION

END OF SEMESTER EXAMINATIONS

SERIES: MAY - AUGUST 2019

TIME: 2 HOURS

INSTRUCTION TO CANDIDATES:

- This paper consists of **FIVE** Questions
- Answer Question **ONE (Compulsory)** and any other **TWO** questions.
- Do **NOT** Write on the question paper.
- You are only allowed to have writing materials and an Answer booklet in the examination room.
- Mobile phones are not allowed in the examination room.

-Cheating leads to disqualification.

-This paper consists of Three printed pages

QUESTION ONE

- a) Discuss **five** attributes that an entrepreneur should possess for him to run a successful business [10 marks]
- b) State and explain the uses of a business plan to an entrepreneur [10 marks]
- c) Explain briefly **five** traits that can lead to entrepreneurial motivation. [10 marks]

QUESTION TWO

- a) Distinguish between a partnership and a sole proprietorship [10 marks]
- b) Entrepreneurs can take advantage of the complementary nature of the various businesses in the economy in which they operate through networking. Explain any **three** types of networks they can use [6 marks]
- c) Briefly explain any **two main** Sources of Finance for Entrepreneurs in the Kenyan Economy [4 marks]

QUESTION THREE

- a) i. Define the term “Entrepreneurship” [2marks]
ii. Explain any **four** functions of an entrepreneur [8marks]
- b) Describe any **five** reasons that would make someone go into doing business [10 marks]

QUESTION FOUR

- a) Define the following as used in entrepreneurship
 - i. Business opportunity [2 marks]
 - ii. Franchise [2 marks]

- b) Elaborate on any **five** types of Entrepreneurial Opportunities [10 marks]

- c) Explain briefly **three** challenges that an entrepreneur may face in the process of starting a business [6 marks]

QUESTION FIVE

- a) Explain **five** ways through which technology can enhance entrepreneurship [10 marks]

- b) State **five** ways an entrepreneur can cope with competition [10 marks]