



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) Distinguish between Entrepreneurship and Intrapreneurship [4marks]
- b) Explain **five** guidelines the entrepreneur can use in choosing an entrepreneurial opportunity [10 marks]
- c) State and Explain **five** Stages of an entrepreneurial business life cycle [10 marks]
- d) Describe the role of an Entrepreneurs in the Economy [6 marks]

QUESTION TWO

- a) Define the term “Business Plan” [2 Marks]
- b) Explain **Five** benefits that an entrepreneur stands to gain from a well prepared business plan. [10 marks]
- c) Clearly elaborate on the role of the Government in entrepreneurship development [8 marks]

QUESTION THREE

John Kamau has won Sh. 500,000 in the charity sweepstake. He has decided become an entrepreneur. Advice John on the following:-

- a. **Five** factors to consider before starting the business [10 marks]
- b. Any **five** business risks he may encounter as an entrepreneur [10marks]

QUESTION FOUR

- a) Explain **four** problems that face an entrepreneur in his quest to establish a successful business. **[8 marks]**
- b) Discuss the entrepreneurial process **[12 marks]**

QUESTION FIVE

- a) Distinguish between an Entrepreneur and a Manager as an employee **[10 marks]**
- b) Discuss **Five** sources of financing that entrepreneurs can take advantage of to build up their businesses **[10 marks]**