



# TECHNICAL UNIVERSITY OF MOMBASA

## *Faculty of Applied and Applied Sciences*

DEPARTMENT OF PURE AND APPLIED SCIENCES

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF SCIENCE IN BIOTECHNOLOGY AND MICROBIOLOGY

### **BEN 4300: ENTERPRENEURSHIP SKILLS**

SUPPLEMENTARY/SPECIAL EXAMINATIONS

**SERIES:** FEBRUARY 2013

**TIME:** 2 HOURS

#### **INSTRUCTIONS:**

- Answer Question **ONE (Compulsory)** and any other **TWO** questions.  
***This paper consists of Two printed pages***
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#### **QUESTION 1 (Compulsory)**

- a) i) What do you understand by the term “motivational theories of entrepreneurship”? **(5 marks)**
- ii) Proponents of various schools of thought on motivational theory of entrepreneurship have come up with various arguments to explain why an entrepreneur would go into business. Clearly explain the various schools of thought as you understand them. **(15 marks)**
- b) Clearly explain **FIVE** benefits that an entrepreneur stands to gain from well prepared business plan. **(10 marks)**

#### **QUESTION 2**

Describe how the entrepreneur can utilize the following emerging trends to increase the scale of operations for his business.

- a) E-commerce (5 marks)
- b) Business outsourcing (5 marks)
- c) Globalization (5 marks)
- d) Trade Fairs (5 marks)

### QUESTION 3

- a) Who is an entrepreneur? (2 marks)
- b) Identify and explain **FIVE** types of business opportunities. (10 marks)
- c) What would drive an entrepreneur towards using his own idea to establish a business as opposed to buying a business opportunity or a franchise? (8 marks)

### QUESTION 4

- a) What are the challenges inherent in running a business? (12 marks)
- b) How can an entrepreneur contribute to social well being of the community in which his business operates? (8 marks)

### QUESTION 5

Mwangi “Samaki Mjanja” he is not won Kes 1,000,000 jackpot in a “mugithi” dancing competition held in Karatina. He has decided to start a dairy farm in Githunguri in Kiambu. Advice Mwangi on the various forms of business ownership and factors he should bear in mind in choosing which form would be appropriate for his business. (20 marks)