



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BEN 4130: ENTREPRENEURSHIP EDUCATION

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: FEBRUARY/MARCH 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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SECTION A (Compulsory)

QUESTION 1

- a) Define the term entrepreneurship. (4 marks)
- b) Discuss with examples any **TWO** theories of entrepreneurship. (6 marks)
- c) Explain with examples **FIVE** characteristics of an entrepreneurs. (10 marks)
- d) Distinguish clearly between creativity and innovativeness. (5 marks)
- e) Explain **THREE** reasons why entrepreneurs encourage intrapreneurship (corporate entrepreneurship) in their enterprises. (5 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

What are the critical factors contributing to the majority of small business failure in Kenya. (20 marks)

QUESTION 3

There is an outcry in the SME industry about high rate of business failure. After a lot of research a “consultant from MPUC undergraduate entrepreneurship class recommends preparation of operation BP groups identify and explain the key components of a business plan. **(20 marks)**

QUESTION 4

What are the internal and external factors that motivate the success of entrepreneurs? Discuss with examples. **(20 marks)**

QUESTION 5

Explain with examples **TEN** roles of entrepreneurship in economic development. **(20 marks)**