TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

DIPLOMA IN GRAPHIC DESIGN

(DMP/R 1, DG 1)

BEN 2102: ENTREPRENEURSHIP EDUCATION I

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: FEBRUARY 2013

TIME: 2 HOURS

INSTRUCTIONS:

– This paper consists of **TWO** Sections **A** & **B**.
– Section **A** is **Compulsory**.
– Answer any other **TWO** questions in Section **B**.

This paper consists of Two printed pages.

SECTION A (Compulsory)

QUESTION 1

a) State and explain **TEN** problems that prevent enterpreneural activity expansion to small scale business. **(15 marks)**

b) Define an enterprenuership in two forms in accordance to any two authors, and show how inadequate or adequate it is in relating to the qualities of an entrepreneur. **(15 marks)**

SECTION B (Answer any **TWO** questions)

QUESTION 2

a) Briefly explain **FIVE** essential ingredients of an entrepreneur. **(5 marks)**

b) Describe the entrepreneurs schools of thought found on macro-views angle. **(15 marks)**

QUESTION 3

Enterpreneurs can be classified in accordance to four different criterions. Describe them briefly and give these classifications. **(20 marks)**

QUESTION 4

Explain the 8Ps of marketing of a product and a service combined. **(20 marks)**

QUESTION 5

Describe the balance sheet of an enterprenuer who depreciates his assets on a straight line principle with vehicles 5 years, furniture 4 years, buildings 50 years lease period, equipment 7 years and tools 3 years. Show how this should appear in the balance sheet. **(20 marks)**