



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION
(MASS I)

BMC 1102: 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 **THREE** questions in Section **B**.

This paper consists of Two printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Discuss the important parts of a business plan showing why it is necessary for the entrepreneur. **(20 marks)**
- b) Describe the financial school of thought of entrepreneurship thinking, explaining why you consider the necessary in the survival of the enterprenuer. **(20 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

An entrepreneurship organization grows from one form of legal organization to another and finally to a public limited. Discuss. **(15 marks)**

QUESTION 3

Explain the main functions of a business with emphasis on social marketing, product marketing and sales management. **(15 marks)**

QUESTION 4

Trait theory states that the Chief Executive qualities determines the survival of the firm. Explain the theory and at least **TEN** of those qualities. **(15 marks)**

QUESTION 5

State and explain the challenges of an entrepreneur in expanding this business, after operating successfully at one size of it. **(15 marks)**