



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

DIPLOMA IN GRAPHIC DESIGN

(DMPR 1 & DG I)

BEN 2212: ENTREPRENEURSHIP EDUCATION

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 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) Explain **EIGHT** factors that influence the roles played by society members in an enterprise. **(20 marks)**
- b) Intra and entrepreneurs are all business starters. Describe each of them identifying each of the extra-types of the two. **(20 marks)**

SECTION B (Attempt any TWO questions)

QUESTION 2

Discuss the contribution that entrepreneur make to the economy. **(20 marks)**

QUESTION 3

Briefly describe

- a) Weaknesses of small firm. **(5 marks)**
- b) Strengths of small firm. **(5 marks)**
- c) Five key issues in defining an enterprise. **(5 marks)**
- d) Merits of sole proprietorship **(5 marks)**

QUESTION 4

“Small business statistics and observation are the same in both developed and developing countries”. State **TEN** of them. **(20 marks)**

QUESTION 5

Discuss **EIGHT** P’s of marketing for a physical product sold with additional services. **(20 marks)**