



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Business & Social Studies*

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION

(MASS II)

## **BEN 1102: 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) i) Define entrepreneurship. **(2 marks)**  
ii) Discuss main essential elements showing how it can be established in a competitive environment. **(18 marks)**
- b) Explain briefly how to start a firm from idea to a formal organization delivering products and services to members of society. **(20 marks)**

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

### **QUESTION 2**

“Entrepreneurs are leaders”. Discuss. **(15 marks)**

### **QUESTION 3**

Discuss the 5Ps of marketing and how they contribute to the success of the firm. **(15 marks)**

### **QUESTION 4**

Discuss the roles one can play in making an enterprise succeed in the society. **(15 marks)**

### **QUESTION 5**

Describe factors that influence the roles that members of society play in the enterprise. **(15 marks)**