



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Engineering & Technology

DEPARTMENT OF MECHANICAL AND AUTOMOTIVE ENGINEERING

DIPLOMA IN AUTOMOTIVE ENGINEERING

DIPLOMA IN MECHANICAL ENGINEERING

DIPLOMA IN MECHANICAL ENGINEERING (PLANT OPTION)

DIPLOMA IN MECHANICAL ENGINEERING (PRODUCTION OPTION)

STAGE I SEMESTER II EXAMINATIONS

APRIL/MAY 2010 SERIES

**SOCIAL STUDIES, COMMUNICATION SKILLS AND
ENTREPRENEURSHIP**

TIME: 2 HOURS

Instructions to Candidates

This paper consists of **FIVE** Questions in **TWO** Sections **A & B**.
Answer **TWO** Questions from Section **A** and **ONE** from Section **B**.
All questions carry equal marks.
Maximum marks for each part of a question are indicated.

SECTION A : SOCIAL STUDIES

Question ONE

- (a). Identify and explain any **FIVE** branches of psychology. **(5 Marks)**
- (b). Explain **FIVE** disadvantages of authoritarian/autocratic type of leadership to a business organization. **(5 Marks)**
- (c). Describe **FIVE** positive effects of religion on mankind welfare. **(5 Marks)**
- (d). Explain **FIVE** possible remedies to industrial conflicts. **(5 Marks)**

Question TWO

- (a). Identify **FIVE** ways through which learning can take place to an individual. **(5 Marks)**
- (b). Describe Abraham Maslow's Hierarchy of human needs as a motivation factor. **(5 Marks)**
- (c). State **FIVE** significance of ethics in a society. **(5 Marks)**
- (d). Give **TWO** differences between Crime and Civil wrongs in a society. **(5 Marks)**

Question THREE

- (a). Explain the meaning of the following terms as was used by Ivan Pavlov in his experiment on conditioning learning:
 - (i). Stimulus generation. **(2 Marks)**
 - (ii). Stimulus discrimination. **(2 Marks)**
 - (iii). Stimulus extinction. **(2 Marks)**
 - (iv). Distracting stimulus. **(2 Marks)**
- (b). Industrial dispute is a strain in the relationship between employers and employees. Explain **SIX** possible causes of industrial disputes in Kenya. **(6 Marks)**
- (c). Explain any **THREE** problems associated with multi-national companies to developing countries. **(6 Marks)**

SECTION B : ENTREPRENEURSHIP

Question FOUR

- (a). Business environment is made up of factors which influence the operations of an enterprise. Explain the **THREE** main factors. **(3 Marks)**
- (b). Explain the **FIVE** essential components of a legal and binding contract. **(5 Marks)**
- (c). Explain the **FIVE** factors that an entrepreneur should consider in selecting sources of business finance. **(5 Marks)**
- (d). Explain the **FOUR** types of business information that are important for an entrepreneur in starting and succeeding in business. **(7 Marks)**

Question FIVE

- (a). What comprises the market mix? **(4 Marks)**
- (b). Who is a potential customer? What information should be known about potential customers? **(8 Marks)**
- (c). List and explain any **EIGHT** legal aspects of a business enterprise. **(8 Marks)**