



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

(A Constituent College of Jkuat)

Faculty of Applied & Health Sciences

DEPARTMENT OF PURE AND APPLIED SCIENCES

DIPLOMA IN FOOD TECHNOLOGY

ENTREPRENEURSHIP EDUCATION

SUPPLEMENTARY /SPECIAL EXAMINATIONS

SERIES: JUNE 2011

TIME: 2 HOURS

Instructions to Candidates:

This paper consists of **TWO** sections **SECTION A** and **B**
Attempt **ALL** questions in **SECTION A** and any **TWO** in **SECTION B**

SECTION A

Question 1

- a) Define the following
 - (i) Craft entrepreneurship
 - (ii) Opportunistic entrepreneur(4 marks)

- b) Briefly discuss three general factors that should be considered when selecting a business location. (6 marks)

- c) Briefly discuss **FIVE** classes of information an entrepreneur must know about potential customers (10 marks)

- d) Explain the thrust of the marketing concept. (2 marks)

- e) Briefly discuss the **FOUR** key areas of a marketing program (8 marks)

Question 2

- a) Define a business opportunity (2 marks)

- b) Briefly discuss the **FOUR** characteristics of a good business opportunity (8 marks)

- c) Briefly discuss **FOUR** factors that may help in identifying and assessing business opportunities at the local level (8 marks)

- d) Define a market (2 marks)

Question 3

- a) Briefly discuss **FIVE** essentials of a contract (10 marks)

- b) Briefly discuss **FIVE** business laws and regulations (10 marks)

Question 4

- a) Define the following:
 - i) Start-up costs (2 marks)
 - ii) Operating expenses (2 marks)

- b) Briefly discuss eight types of collateral (security) that can be offered to financiers (16 marks)

Question 5

Briefly discuss ten characteristics of a successful entrepreneur. (20 marks)