



# Technical University of Mombasa

*Faculty of Business & Social Studies*

## **DEPARTMENT OF BUSINESS STUDIES**

CERTIFICATE IN BUSINESS MANAGEMENT

CERTIFICATE IN STORES MANAGEMENT

CERTIFICATE IN HUMAN RESOURCE MANAGEMENT

CERTIFICATE IN ELECTRICAL AND POWER ENGINEERING

### **BEN 1102 : ENTREPRENEURSHIP EDUCATION**

SPECIAL/SUPPLEMENTARY EXAMINATIONS

**SERIES:** OCTOBER, 2013

**TIME:** 2 HOURS

#### **INSTRUCTIONS TO CANDIDATES:**

-Mobile phones **MUST** be switched off

-Section **A** is **COMPULSORY**.

Answer any **TWO** questions in section **B**

-This paper consists of **2 printed** pages

## SECTION A : COMPULSORY

### QUESTION ONE

- a) Define the following terms:
- (i) Entrepreneurship (2 marks)
  - (ii) Business opportunity (2 marks)
- b) Highlight any **FOUR** aspects that would influence potential entrepreneurs to participate in business as shareholders. (4 marks)
- c) Kenya's economy gains from entrepreneurship. Discuss this statement (10 marks)
- d) Explain any **FIVE** causes of business failure in Kenya. (10 marks)
- e) State any **TWO** classifications of entrepreneurs. (2 marks)

## SECTION B: Answer any **TWO** questions

### QUESTION TWO

- a) What factors do entrepreneurs consider when evaluating business environment. (10 marks)
- b) Discuss any **FIVE** external factors of motivation (10 marks)

### QUESTION THREE

- a) Explain the term "**SMART**" as used in goal setting. (10 marks)
- b) Explain any **FIVE** factors that may help the entrepreneur in identifying and assessing business opportunities. (10 marks)

### QUESTION FOUR

- a) Discuss any **FIVE** causes of business risks (10 marks)
- b) Explain any **FIVE** sources of information available to an entrepreneur on existing technology. (10 marks)

### QUESTION FIVE

- a) Define leadership (2 marks)
- b) Describe any **THREE** styles of leadership that can be applied by entrepreneurs in a business organization. (6 marks)
- c) Highlight **TWO** qualities of a good leader (2 marks)
- d) Explain the factors to consider when assessing product demand. (10 marks)