



Technical University of Mombasa

Faculty of Business & Social Studies

DEPARTMENT OF LIBERAL STUDIES & COMMUNITY DEVELOPMENT

CERTIFICATE IN COMMUNITY DEVELOPMENT AND COUNSELING
(CCDC JAN 13)

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:-
- (i) Craft entrepreneur
 - (ii) Opportunistic entrepreneur **(4 marks)**
- b) Many people are nowadays moving from paid employment to self-employment. Discuss **THREE** reasons which make people be dissatisfied with paid employment. **(6 marks)**
- c) Briefly discuss the **SIX** factors that can assist potential entrepreneurs to match their capabilities with the challenges of the business. **(12 marks)**
- d) Explain the factors that may help in identifying and assessing business opportunity at the local level. **(8 marks)**

SECTION B: Answer any **TWO** questions

QUESTION TWO

- a) Briefly discuss the **FIVE** classes of information an entrepreneur must know about potential customers. **(10 marks)**
- b) Explain the disadvantages of a partnership form of business. **(10 marks)**

QUESTION THREE

There are general reasons that can lead to business failure. Discuss **TEN** of these. **(20 marks)**

QUESTION FOUR

- a) Briefly discuss the **FIVE** essential components of a contract. **(10 marks)**
- b) Explain the laws and regulations that govern the operation of businesses **(10 marks)**

QUESTION FIVE

- a) Define operating expenses. **(2 marks)**
- b) Briefly discuss the **FOUR** things a borrower and a lender should consider when negotiating a long-term-loan. **(8 marks)**
- c) What is a marketing mix? **(2 marks)**
- d) Briefly discuss **FOUR** types of collateral (security) required by financiers. **(8 marks)**