



Technical University of Mombasa

Faculty of Business & Social Studies

DEPARTMENT OF LIBERAL STUDIES & COMMUNITY DEVELOPMENT

DIPLOMA IN COMMUNITY DEVELOPMENT AND COUNSELING

DNH 12 J

DEN 12 J

DCH 12 J

DSLJ 12J

BEN 2102: ENTREPRENEURSHIP EDUCATION

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: JUNE 2013

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES:

-Answer **ALL** Questions in section **A**
-Answer any other **TWO** Questions in section **B**
This paper consists of **2** printed pages

SECTION A (COMPULSORY) 30 MARKS)

QUESTION ONE

- (a) Write short notes to describe monetary plan of a business in the light of chapter three of the business plan. **(6 marks)**
- i) Customers
 - ii) Geographic
 - iii) Psychographics
- (b) Explain how psychographics is an important issues when dealing with marketing plan. **(8 marks)**
- (c) Briefly explain the important factors to consider when selecting a distribution channel for your enterprise. **(6 marks)**

SECTION B (40 MARKS)

(Answer any **TWO** questions from this section)

QUESTION TWO

- (a) Explain **FIVE** benefits of a business plan. **(10 marks)**
- (b) Discuss the JWOY analysis in a business plan. **(10 marks)**

QUESTION THREE

- (a) Discuss how an entrepreneur, can use his business plan to beat competition in the market as part of his marketing plan. **(10 marks)**
- (b) Discuss the types of organization structures in businesses. Giving examples. **(10 marks)**

QUESTION FOUR

- (a) List and explain how regulations can affect the production of a product. **(10 marks)**
- (b) Explain the importance of financial plan or Budget in a business plan. **(10 marks)**

QUESTION FIVE

- (a) Justify the importance of name selection of a business in Kenya. **(10 marks)**
- (b) Discuss **FIVE** sale tactics that can be used by an entrepreneur. **(10 marks)**