



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Business & Social Studies*

## DEPARTMENT OF LIBERAL STUDIES & COMMUNITY DEVELOPMENT

CERTIFICATE IN MASS II  
CERTIFICATE IN HUMAN RESOURCE  
CERTIFICATE IN BUSINESS MANAGEMENT  
CERTIFICATE IN STORES MANAGEMENT

**BEN 1102 : ENTREPRENEURSHIP EDUCATION**

END OF SEMESTER EXAMINATIONS  
**SERIES: DECEMBER, 2013**  
**TIME: 2 HOURS**

### **INSTRUCTIONS TO CANDIDATES:**

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

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

-This paper consists of **5 printed** pages

## SECTION A : COMPULSORY

### QUESTION ONE

- a) Define the following terms:-
- (i) Entrepreneurship (2 marks)
  - (ii) Business plan (2 marks)
  - (iii) Business opportunity (2 marks)
- b) (i) Distinguish between self-employment and salaried employment. (4 marks)
- (ii) Identify any **FOUR** Equity sources of finance for a business. (4 marks)
- (iii) State any **FOUR** characteristics that are exhibited by successful entrepreneur (4 marks)
- c) (i) State any **FOUR** non financial incentives that entrepreneurs could use to motivate employees in an enterprise. (4 marks)
- (ii) Recall any **FOUR** common reasons for business failures. (4 marks)
- (iii) Outline any **FOUR** entrepreneurial skills that a successful entrepreneur ought's to possess. (4 marks)

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

### QUESTION TWO

- a) Briefly describe the stages of risk management process (10 marks)
- b) Change is inevitable in business. Citing relevant examples, highlight the factors that influence such changes in any small business. (10 marks)

### QUESTION THREE

- a) Discuss the procedure involved in starting a new business. (10 marks)
- b) After operating a small business for one year, Anne was advised to write a good plan. Explain reasons for such advice. (10 marks)

### QUESTION FOUR

- a) Discuss any **FIVE** reasons why government developing countries have interests in small and medium enterprises. (10 marks)
- b) Discuss **FIVE** factors that an entrepreneur should put into considerations before deciding on the form of business ownership. (10 marks)

### QUESTION FIVE

- a) Analyze any **FIVE** functions of leadership in any successful enterprise (10 marks)
- b) Explain any **FIVE** ways through which operation management can improve a firm's competitiveness. (10 marks)

