



TECHNICAL UNIVERSITY OF MOMBASA
**Faculty of Engineering &
Technology**

DEPARTMENT OF BUILDING & CIVIL ENGINEERING
DIPLOMA IN BUILDING & CIVIL ENGINEERING (DBCE 13J)

BEN 2208: ENTREPRENEURSHIP EDUCATION

END OF SEMESTER EXAMINATION
SERIES: DECEMBER 2013
TIME ALLOWED: 2 HOURS

Instructions to Candidates:

You should have the following for this examination

- *Answer Booklet*

This paper consists of **FIVE** questions. Answer any **THREE** questions

Maximum marks for each part of a question are as shown
This paper consists of **TWO** printed pages

Question One

- a) State the advantages of being self-employed **(6 marks)**
- b) State FOUR reasons for promoting small scale enterprises **(4 marks)**
- c) Explain the role and importance of enterprise in Kenya **(10 marks)**

Question Two

- a) Briefly explain the characteristics of a good business opportunity **(10 marks)**
- b) Briefly explain the reasons for matching skills resources to changing technology **(10 marks)**

Question Three

- a) Briefly explain the conditions for a good business environment **(10 marks)**
- b) Briefly explain the tasks and learning needs from birth to survival of a business **(10 marks)**

Question Four

- a) With the aid of a chart, describe competitive strategy **(8 marks)**
- b) Briefly explain the relationship of the FOUR strategic management processes **(12 marks)**

Question Five

- a) State the qualities of a successful manager **(8 marks)**
- b) Explain the THREE components of a marketing research **(6 marks)**
- c) Explain the THREE sources of marketing information **(6 marks)**