



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

CERTIFICATE IN CATERING AND ACCOMMODATION

(CCA A08)

ENTREPRENEURSHIP EDUCATION

FINAL EXAMS

SERIES: APRIL/MAY 2010.

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES

1. The paper consists of **TWO** Sections **A** and **B**.
2. Section **A** is compulsory. Answer **ALL** questions.
3. Answer any **TWO** questions from Section **B**. ALL questions carry equal marks.

SECTION A

(Answer **ALL** questions.)

- Q.1 (a) Highlight and explain the requirements of entry into self employment. (10 marks)
- (b) What is the importance of self employment to the entrepreneur. (10 marks)
- (c) Consumer characteristics are attributes which entrepreneur should have to satisfy consumer needs effectively. Briefly explain any **FIVE** such characteristics. (10 marks)

SECTION B

Answer any **TWO** questions from this Section.

- Q.2 (a) Briefly explain any **FIVE** features of good business opportunities. (10 marks)
- (b) Highlight and explain **FIVE** advantages of equity financing over other forms of business. (10 marks)
- Q.3 (a) Identify and explain **FIVE** areas where business skills needed can be applied by the entrepreneur. (10 marks)
- (b) Establish the relationship of commercial banks with entrepreneurs in the market. (10 marks)
- Q.4 (a) Discuss **SEVEN** factors that greatly influence the success of small scales business. (14 marks)
- (b) Highlight and explain any **FOUR** sources of finance for the business. (6 marks)
- Q.5 (a) Explain any **FIVE** importance of effective internal communication within the business enterprise. (10 marks)
- (b) Describe any **FIVE** importance of having a good business plan. (10 marks)