



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA AND GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DGD 1)

ENTREPRENEURSHIP

END OF SEMESTER EXAMS

SERIES: APRIL/MAY 2010

TIME: 2½ HOURS

INSTRUCTIONS TO CANDIDATES

1. This paper consists of **EIGHT** questions.
2. Answer any **FIVE** questions.
3. Cheating leads to disqualification.
4. Switch off your mobile phone.

- Q.1 Discuss the universal qualities of a successful entrepreneur. (20 marks)
- Q.2 Explain how a limited company is the best operational unit if international operation is the operation planned. (20 marks)
- Q.3 Explain the environmental analysis before creating a plan for the enterprise. (20 marks)
- Q.4 Advise an entrepreneur as to how he can finance working capital issues almost forcing his firm to bankruptcy. (20 marks)
- Q.5 Discuss the components of a business plan. (20 marks)
- Q.6 An enterprise is a complex phenomenon. Discuss its main elements. (20 marks)
- Q.7 Derek firm has been embroiled in many construction cases of houses it has constructed which have collapsed. A financier has approached you to write a report.
Create an outline of the points you intend to cover on the success rates of constructors, for the past ten years. (20 marks)
- Q.8 Discuss the growth of entrepreneurship firms to small scale firms and identify their characteristics. (20 marks)