



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA AND GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION (RADIO & PRINT)

DIPLOMA IN GRAPHIC DESIGN II

ENTREPRENEURSHIP

END OF SEMESTER EXAMS

SERIES: APRIL/MAY 2010

TIME: 2½ HOURS

INSTRUCTIONS TO CANDIDATES

1. The paper consists of **EIGHT** questions.
2. Answer any **FIVE** questions only.
3. All questions carry equal marks.
5. Cheating leads to disqualification.
6. Switch off mobile phone.

- Q.1 Give a brief explanation of the following concepts.
- (a) Entrepreneurship (4 marks)
 - (b) Entrepreneur (4 marks)
 - (c) Self employment (4 marks)
 - (d) Creativity (4 marks)
 - (e) Innovation (4 marks)
- Q.2 The small enterprise sector which comprises of above 90%. of all enterprises in Kenya has received considerable attention because of its pervasive nature in both urban and rural areas. Discuss the survival of the small enterprises/firms. (20 marks)
- Q.3 The concept of entrepreneurship has a wide range of meaning. Discuss. (20 marks)
- Q.4 Business whether for profit or non profit, are facing a change like never before. Creativity and innovation are often key to the success of a business. Discuss the above statement. (20 marks)
- Q.5 Discuss the entrepreneurial contributions to development of Kenya. (20 marks)
- Q.6 Selecting the business location is one of the several factors which is virtually important to the success or failure of a small business. Explain the procedures of selecting a business location. (20 marks)
- Q.7 Discuss the elements of a modern marketing system. (20 marks)
- Q.8 Explain the environmental forces affecting a modern marketing system/ enterprise. (20 marks)