



THE TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Engineering & Technology

DEPARTMENT OF COMPUTER SCIENCE & INFORMATION TECHNOLOGY

DIPLOMA IN INFORMATION COMMUNICATION TECHNOLOGY
(DICT M12/S-EV)

BEN 2102: ENTREPRENEURSHIP EDUCATION I

SPECIAL/SUPPLEMENTARY EXAMINATION

SERIES: JULY 2013

TIME: 2 HOURS

Instructions to Candidates:

You should have the following for this examination

- *Answer Booklet*

This paper consist of **FIVE** questions

Answer question **ONE (COMPULSORY)** and any other **TWO** questions

Maximum marks for each part of a question are as shown

This paper consists of **TWO** printed pages

Question One (Compulsory)

- a) Everyday thousands of individuals in the general Kenya Public Express their desire to start up their own business. What factors contribute to this desire? **(10 marks)**
- b) Entrepreneurship and business running does not simply work for anyone if it could work for everyone. Explain **SIX** characteristics of entrepreneurs, those who start business and succeed. **(12 marks)**
- c) Distinguish between entrepreneurship and entrepreneurship. **(4 marks)**
- d) List **FOUR** reasons that may contribute to the failure of a business after a start up. **(4 marks)**

Question Two

It is said that entrepreneurship can aid a country to face its economic challenges. Argue for this statement. **(15 marks)**

Question Three

- a) Explain the key steps that those who start successful businesses should have followed. **(10 marks)**
- b) Starting up a business requires financial resources. Suggested **FIVE** sources from which such resources can be raised. **(5 marks)**

Question Four

- a) Highlight at least **FIVE** internal sources of new business ideas. **(5 marks)**
- b) Explain at least **FIVE** methods of generating new business ideas. **(10 marks)**

Question Five

- a) Discuss the process of starting a business in Kenya. **(10 marks)**
- b) Highlight **FIVE** reasons why people are hesitant to starting their own business. **(5 marks)**