



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

DEPARTMENT OF BUILDING & CIVIL ENGINEERING  
**DIPLOMA IN BUILDING & CIVI ENGINEERING (DBC 12M)**  
**DIPLOMA IN ARCHITECTURE (DA 12M)**

BEN 2208: ENTREPRENEURSHIP EDUCATION

**END OF SEMESTER EXAMINATION**

**SERIES: APRIL 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) Define the following terms precisely:

(i) Entrepreneurship

(ii) Business idea

(iii) Leadership

**(2 marks)**

b) Highlight **FOUR** reasons that would influence potential entrepreneurs to participate in business as shareholders. **(4 marks)**

c) Self employment presents both opportunities and risks. Explore any **FIVE** important issues that you need to consider before embarking on that route. **(10 marks)**

### **Question Two**

a) Highlight and explain any **FIVE** sources of technology for a local contractor. **(10 marks)**

b) Discuss **FIVE** indicators of a good business opportunity. **(10 marks)**

### **Question Three**

a) (i) Define entrepreneurial motivation **(2 marks)**

(ii) Explain any **FOUR** types of leadership styles. **(8 marks)**

b) Discuss the challenges that small scale business firms encounter in Kenya. **(10 marks)**

### **Question Four**

a) Consumer characteristics are attributes which entrepreneurs should have to satisfy consumer needs effectively. Briefly explain such characteristics. **(10 marks)**

b) Describe any **FIVE** reasons that may lead to business failure. **(10 marks)**

### **Question Five**

a) Kenya's economy gains from entrepreneurship. Discuss this statement. **(10 marks)**

b) Discuss any **FIVE** types of entrepreneurs with appropriate local examples. **(10 marks)**