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THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

(A Constituent College of JKUAT)
(A Centre of Excellence)

Faculty of Engineering & Technology

DEPARTMENT OF BUILDING & CIVIL ENGINEERING

DIPLOMA IN CIVIL ENGINEERING (DC 10B)

DIPLOMA IN ARCHITECTURE (DA 10B)

DIPLOMA IN BUILDING & CIVIL ENGINEERING (DBC 10B)

BEN 2301: ENTREPRENEURSHIP EDUCATION

END OF SEMESTER EXAMINATION

SERIES: AUGUST 2012

TIME: 2 HOURS

Instructions to Candidates:

You should have the following for this examination

- Answer Booklet

This paper consists of **FIVE** questions. Answer **THREE** questions

Maximum marks for each part of a question are as shown

This paper consists of **TWO** printed pages

Question One (20 marks)

- a) Outline the **SIX** potential problems in being an entrepreneur. **(15 marks)**
- b) State the **FIVE** reasons for promoting small scale enterprises. **(5 marks)**

Question Two (20 marks)

- a) Outline **FIVE** characteristics of an entrepreneur. **(10 marks)**
- b) Outline the **FIVE** personal factors considered in starting a business. **(10 marks)**

Question Three (20 marks)

- a) Outline the **THREE** components of marketing research. **(9 marks)**
- b) State **FIVE** steps to be taken by the production/operations manager to ensure efficient operations. **(5 marks)**
- c) State **SIX** factors affecting/influencing consumers market. **(6 marks)**

Question Four (20 marks)

- a) (i) State the **FOUR** factors considered in assessing social characteristics in a trade area.
(ii) State the **THREE** economic considerations in assessing a trade area. **(7 marks)**
- b) State the **SIX** factors considered in introducing new technologies in business. **(6 marks)**
- c) State:
 - i) **FOUR** characteristics of a good economic climate.
 - ii) **THREE** characteristics of suitable infrastructure for business. **(7 marks)**

Question Five (20 marks)

- a) (i) State **FIVE** characteristics of small scale enterprises.
(ii) State **FIVE** ways by which small scale enterprises are important. **(10 marks)**
- b) State **FIVE** needs and **FIVE** problems of small scale enterprises. **(10 marks)**