



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

(A Constituent College of JKUAT)

(A Centre of Excellence)

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM & MASS COMMUNICATION

(BJMC 1)

BEN 4130: ENTREPRENEURSHIP EDUCATION I

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2012

TIME ALLOWED: 2 HOURS

INSTRUCTIONS TO CANDIDATES:

This paper consists of **FIVE** questions in two sections **A & B**

Answer **ALL** questions in section **A** and any other **TWO** in section **B**

This paper consists of **TWO** printed pages

SECTION A (COMPULSORY)

Question One

- a) Discuss any **TWO** theories of entrepreneurship and explain their implications on entrepreneurial success. **(10 marks)**
 - b) Explain the role of micro and small enterprise in a country such as Kenya's economic development. **(10 marks)**
 - c) Identify and justify and **FIVE** criteria that may be used to determine business size. **(10 marks)**
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SECTION B (Attempt any TWO questions)

Question Two

- a) Identify the components of an enterprise operating environment and highlight the environmental impact on business performance. **(10 marks)**
- b) Identify the stage of a business life cycle and explain how each would impact on business performance at each stage. **(10 marks)**

Question Three

- a) Explain **FIVE** key motivation that may enhance the development of entrepreneurial behavior. **(10 marks)**
- b) Explain how the process of financing small enterprise is different from that of financing a large enterprise. **(10 marks)**

Question Four

Discuss **FIVE** critical factors contributing to the majority of small business failure in Kenya. **(20 marks)**

Question Five

- a) Explain the **FIVE** various methods through which business ideas may be generated. **(10 marks)**
- b) Discuss any **FIVE** characteristics of a viable business idea. **(10 marks)**

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