



# **THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE**

***Faculty of Business & Social Studies***

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN TOURISM MANAGEMENT

(DTM J09)

## **ENTREPRENEURSHIP EDUCATION**

END OF SEMESTER EXAMS

**SERIES:** APRIL/MAY 2010.

**TIME:** 2 HOURS

### **INSTRUCTIONS TO CANDIDATES**

1. This paper consists of **TWO** sections **A** and **B**.
2. Section **A** is compulsory and carries 30 marks)
3. Answer any **TWO** questions from Section **B**, each question carries 20 marks.

**SECTION A**  
(COMPULSORY)

- Q.1 (a) Explain the meaning of the following terms as used in Entrepreneurship.
- (i) Technology (2 marks)
  - (ii) Product literature (2 marks)
  - (iii) Intermediate technology (2 marks)
  - (iv) Enterprise (2 marks)
  - (v) Capital (2 marks)
- (b) Briefly explain **THREE** types of technology based on Time/When it was developed. (6 marks)
- (c) Describe **SEVEN** essentials of an appropriate technology. (14 marks)

**SECTION B**  
(Answer any **TWO** questions)

- Q.2 (a) Explain atleast **FIVE** types of technical information required by an entrepreneur for the success of his/her business. (10 marks)
- (b) Describe **FIVE** sources of information available for an entrepreneur regarding marketing. (10 marks)
- Q.3 (a) With relevant examples, describe any **FIVE** demerits concerning partnership as a form of Business Enterprises. (10 marks)
- (b) Explain any **FIVE** problems related to the small scale enterprises. (10 marks)
- Q.4 (a) Briefly explain any **FIVE** factors considered when selecting a source of Finance. (10 marks)
- (b) Describe **FIVE** sources of Business Finance. (10 marks)
- Q.5 (a) Describe any **THREE** sources of legal information. (6 marks)
- (b) Explain any **SEVEN** characteristics of a successful wholesaler. (14 marks)