



# Machakos University College

(A Constituent College of Kenyatta University)

University Examinations 2013/2014

SCHOOL OF ENGINEERING

DEPARTMENT OF BUILDING AND CIVIL ENGINEERING

**Diploma in Building Technology**  
**Diploma in Civil Engineering**

**Entrepreneurship Education**

Date: 20/3/2014

Time: 2:00 -5:00 pm

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## Instructions

- (i) Write your name and Admission number in the space provided.
- (ii) The paper contains Eight questions choose any five questions
- (iii) Each question carries equal marks
- (iv) Maximum marks for each part of question are indicated

- 1. (a) Define the term to technology. (2 marks)
- (b) Explain three categories of technology. (6 marks)
- (c) Explain five factors to be considered when introducing a new technology. (10 marks)
- 2. (a) Discuss five methods that one can use to assess his/her entrepreneurial potential. (10 marks)
- (b) State and explain ten characteristics of successful entrepreneur. (10 marks)
- 3. (a) Discuss how entrepreneur contribute to National Development. (16 marks)
- (b) Outline 4 reasons as to why entrepreneurs into the business.
- 4. (a) Define the following terms
  - (i) Entrepreneur (2 marks)

- (ii) Entrepreneurship (2 marks)
- (b) State and explain two types of entrepreneurs. (6 marks)
- (c) State and briefly explain five reasons as to why people become dissatisfied with form employment. (2 marks)
5. (a) (i) What is a goal market. (2 marks)
- (ii) State the procedure to be followed in selecting a suitable marketing. (6 marks)
- (b) (i) Define the term business opportunity. (2 marks)
- (ii) Discuss four characteristics of a good business opportunity. (10 marks)
6. Discuss the procedure to be followed when starting a business. (20 marks)
7. (a) Explain four ways of managing risks. (4 marks)
- (b) Explain three reasons why an enterprise world finds it necessary to change its marketing strategy. (6 marks)
- (c) Figure 1. Shows the business life cycle of two-way limited. Explain four factors that may be attributed to the trend represented by part C.D. (4 marks)

Fig 1.

- (d) State and explain three cultural factors that promote entrepreneurship development in Kenya. (6 marks)
8. (a) (i) Define the term business idea. (2 marks)
- (ii) State and explain sources of business ideas. (8 marks)
- (b) Outline five ways of managing of the enterprise resources. (5 marks)
- (c) Explain importance of enterprise sound responsibility. (5 marks)