



MACHAKOS UNIVERSITY

University Examinations 2016/2017

SCHOOL OF ENGINEERING AND TECHNOLOGY

DEPARTMENT OF BUILDING AND CIVIL ENGINEERING

**THIRD YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF SCIENCE IN CIVIL ENGINEERING**

ECU 302: INNOVATION AND ENTREPRENEURSHIP FOR ENGINEERS

DATE: 20/6/2017

TIME: .8:30 – 10:30 AM

INSTRUCTIONS

- *This paper comprises five questions*
- *Answer question number one and any other two questions*
- *All the optional questions carry equal marks*
- *Candidates to have relevant design manuals*

QUESTION ONE

- List five (5) topics that a business plan should contain (5 marks)
- Explain entrepreneurship (5 marks)
- List the seven (7) Ps of marketing (7 marks)
- In respect to negotiation and selling, explain what should be done if the customer rejects the deal and makes demands. (5 marks)
- List three sources of financing for start-up businesses (3 marks)
- List five (5) steps to start your own business (5 marks)

QUESTION TWO (20 MARKS)

Describe the seven (7) Ps of marketing

Hint: Combining these different marketing tactics to meet your customers' needs and wants is known as using a 'tactical marketing mix'.

QUESTION THREE (20 MARKS)

Describe five topics that a business plan should include

QUESTION FOUR (20 MARKS)

Explain the differences between debt and equity financing for business start-up

QUESTION FIVE (20 MARKS)

Explain the seven (7) key steps to start your own business