

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

FIRST YEAR EXAMINATION FOR THE AWARD OF DEGREE  
OF BACHELOR OF ENTREPRENEURSHIP AND ENTERPRISE  
MANAGEMENT

BEEM 113: INTERNATIONAL DIMENSIONS OF ENTREPRENEURSHIP

STREAMS: BEEM (Y1S2)

TIME: 2 HOURS

DAY/DATE: FRIDAY 26/03/2021

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- Answer question ONE and any other TWO questions
- Do not write on the question paper

QUESTION ONE (COMPULSORY)

- (a) Distinguish between domestic and international entrepreneurial ventures. [6 marks]
- (b) Many countries have recognized the challenges posed by dumping and developed antidumping measures. Discuss five ant-dumping measures that Kenya has put in place to safeguard its market. [10 marks]
- (c) Briefly explain the major reasons why domestic entrepreneurs explore foreign markets. [7 marks]
- (d) With the aid of suitable examples, explain why host countries adopt a protectionist approach to their markets. [7 marks]

QUESTION TWO

- (a) Explain five common mistakes made by international entrepreneurial exporters and suggest solutions to address such mistakes. [10 marks]
- (b) Briefly explain why a newly employed international enterprise executive should understand the culture of the host country. [10 marks]

**QUESTION THREE**

- (a) Briefly discuss the major nontariff barriers to trade imposed by foreign markets. [12 marks]
- (b) Identify and explain the major risks that international entrepreneurs have to assess in foreign markets [8 marks]

**QUESTION FOUR**

- (a) Briefly explain two foreign market entry strategies that small businesses can adopt to enter overseas markets [14 marks]
- (b) Explain the merits of adapting a different style of management in overseas market. [6 marks]
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