

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

BEEM 215: ETREPRENEURIAL BEHAVIOUR

STREAMS: BEEM

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) With the aid of practical examples, explain why successful entrepreneurs require both left and right brain thinking. [10 marks]
- (b) Using the traits theory, explain the major characteristics of successful entrepreneurs [6 marks]
- (c) Briefly explain how external factors influence entrepreneurial behaviour [6 marks]
- (d) Explain the effect of social cultural background factors an entrepreneurial behaviour [8 marks]

QUESTION TWO

By use of suitable examples, discuss the contribution of the following theories on the study of entrepreneurial behaviour

- (i) Economic theory [10 marks]
- (ii) Psychological theory [10 marks]

**QUESTION THREE**

- (a) Briefly discuss the barriers to creativity and innovation that inhibit entrepreneurs from achieving their potential [10 marks]
- (b) Entrepreneurs exhibit leadership styles during the business lifecycle. Which leadership style would you recommend to a small business venture manager. Justify your answer. [10 marks]

**QUESTION FOUR**

- (a) Identify and explain the decisions that entrepreneurs make pointing out the significance of sound decision making. [10 marks]
  - (b) With reference to the need for achievement theory by David McClelland explain the behaviour exhibited by successful entrepreneurs [10 marks]
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