

CHUKA



UNIVERSITY

SUPPLEMENTARY / SPECIAL EXAMINATIONS

**THIRD YEAR EXAMINATION FOR THE DEGREE IN AGRICULTURAL
ECONOMICS**

BEEM 436 : CORPORATE ENTREPRENEURSHIP

STREAMS: BEEM

TIME: 2 HOURS

DAY/DATE: TUESDAY 17/11/2020

2.30 P.M – 4.30 P.M.

INSTRUCTIONS:

- Answer Question One And Any Other Two

QUESTION ONE

- (a) Identify and discuss types of innovation arising from corporate entrepreneurs (10 marks)
- (b) Corporate Enterprises are surrounded by environment which affects production and service delivery which makes it important for one to understand the prevailing conditions. Discuss the SWOT analysis as a corporate enterprise environment (10 marks)
- a) Discuss any five characteristics exhibited by a successful corporate entrepreneur (10 marks)

QUESTION TWO

- (a) Identify some of mistakes committed by corporate entrepreneurs which leads to failure of their enterprises (10 marks)
- (b) Highlight the main contributions of corporate enterprises to the economic development of the country (10 marks)

QUESTION THREE

(a) Identify and explain the various ways through which government can intervene and assist corporate enterprises in Kenya. (10 marks)

(b) Discuss reasons as to why effective leadership is key to success of corporate enterprises (10 marks)

QUESTION FOUR

(a) Identify some of the ways by which corporate entrepreneurs market their product and services (10 marks)

(b) Discuss some of sources of finance for corporate enterprises (10 marks)

.....