

CHUKA

UNIVERSITY



UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
ENTREPRENEURSHIP AND ENTERPRISE MANAGEMENT**

BEEM 436: CORPORATE ENTREPRENEURSHIP

STREAMS:

TIME: 2 HOURS

DAY/DATE: TUESDAY 21/09/2021

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

- *Question one is compulsory*
- *Choose any other two questions*

Question one

- a) Culture represents a crucial corporate environment made up of factors and forces that affects production and service delivery in corporate enterprises. Discuss some of the cultural habits that promote corporate entrepreneurship. (10 marks)
- b) Traditionally most new ventures arise from a research and development of innovative technology departments. Corporate entrepreneurship encourages innovative thinking in departments across the organization. Research study by Robert C Wolcott and Michael J. Lippitz published in MIT Sloan Management outline Four Models of Corporate Entrepreneurship. Discuss (10 marks)
- c) A study on most corporate entrepreneurship reviews various constrains to technology growth that impedes their growth. Identify some of these constrains. (10 marks)

Question two

- a) Unliver Company is in dilemma to re-engineer its corporate thinking. As an expert advise them on the necessary guidelines. (10 marks)
- b) After recruiting the employees most employers demonstrate a Boss and slave relationship which demonstrates that employees are working for the employer and not the organization. What caution can you give to corporate enterprises. (10 marks)

Question three

- a) Corporate Entrepreneurs should always engage in creative and innovative ways of doing business if they expect to succeed. Explain some of the keys areas of innovation and creativity. (10 marks)
- b) In corporate entrepreneurship external environments presents some opportunities and threats which determines its competitiveness and later success. Examine the external environment of a corporate enterprise. (10 marks)

Question four

Generally, Technology has changed corporate enterprises in the evolution of making more profit in business with high speed, to get more customers, to be able to serve more people worldwide, to improve the product and services quality, speed up a business process, less use of human power in high-risk intensive works. Discuss some of the challenges experienced by corporate enterprises in technology development and advice on some of the remedies. (20 marks)

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