

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

RESIT/SPECIAL EXAMINATION

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

BEEM 436: CORPORATE ENTREPRENEURSHIP

STREAMS: BEEM

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 03/11/2021

8.30 A.M – 10.30 A.M.

INSTRUCTIONS:

QUESTION ONE

- a) Identify some of deadly mistakes committed by corporate entrepreneurs which leads to failure of their enterprises. (10 marks)
- (b) Identify and discuss the Economic contributions of corporate entrepreneurship and its role in achieving vision 2030 (10 marks)

QUESTION TWO

- (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)

QUESTION THREE

- a) Identify and explain the various ways through which government can intervene and assist corporate entrepreneurs to grow and sustain their enterprises. (10 marks)

b) People in Corporate enterprises represents the single most important resource for the success of these enterprises. Discuss various ways in which you can motivate your employees.

(10 marks)

QUESTION FOUR

a) Discuss any five characteristics exhibited by a successful corporate entrepreneur. (10 marks)

b) Identify various sources of finance available to corporate entrepreneurs in growth stages.

(10 marks)
