

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**FOURTH YEAR EXAMINATION FOR THE AWARD OF DEGREE
OF BACHELOR**

BEEM 436: CORPORATE ENTREPRENEURSHIP

TIME: 2 HOURS

DAY/DATE: THURSDAY 25/03/2021

8.30 A.M. – 10.30 P.M.

INSTRUCTIONS: Question one is compulsory and any other two.

QUESTION ONE

- (a) Traditionally, most new ventures arise from the research and development or information technology departments. Corporate entrepreneurship encourages innovative thinking in departments across the organization. A research study by Robert C. Wolcott and Michael J. Lippiz outlines four models of corporate entrepreneurship. Identify and discuss these methods (10 marks)
- (b) After recruiting the employee, most corporate employers demonstrate a ‘boss and Slave’ attitude which often looks at treating the employee like a person working for the boss and not for the company. In order to maintain a healthy working environment, it is paramount to not impose duties on your workforce. Discuss the above statement in relation to managing employee in corporate enterprises (10 marks)
- (c) There are numerous challenges involved in enterprises but running corporate enterprises presents a new set of additional limitations and challenges. Identify and discuss these challenges (10 marks)

QUESTION TWO

- (a) Identify and discuss some of the traits exhibited by corporate entrepreneurs (10 marks)
- (b) Discuss ways by which companies promotes corporate entrepreneurship (10 marks)

QUESTION THREE

- (a) Bamburi Cement Company is in dilemma to re-engineer its corporate thinking. As an expert advise them on the necessary guidelines (4 marks)
- (b) 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)

QUESTION FOUR

- (a) Mabati rolling company which deals with iron sheets production has been affected by cyclic trends of high and low sales in the last decade. A business specialist advised the company to revise the general operating environment of the enterprise. Applying PESTEL analysis advice the company on necessary steps to administer (10 marks)
 - (b) Advise corporate enterprises on the best principles which can support Total Quantity Management (TQM) for the survival (10 marks)
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