

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

RESIT /SPECIAL

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

BEEM 113: INTERNATIONAL DIMENSIONS OF ENTREPRENEURSHIP

STREAMS: BEEM

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 11/8/2021

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 (COMPLSORY)

- (a) Briefly explain major market factors that an entrepreneurial exporter should consider before entry into an international market (10 marks)
- (b) Differentiate between domestic and international market characteristics that entrepreneurs have to consider as they develop business strategies. (10 marks)
- (c) Briefly explain the benefits of doing business internationally as opposed to the home country (10 marks)

QUESTION TWO

Entrepreneurship opportunities exist in the international market arena and entrepreneurs should exploit these opportunities by considering environmental factors in each host country. Briefly discuss the influence of the following factors on operations of international enterprises.

- (a) Cultural factors (10 marks)
- (b) Economic factors (10 marks)

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QUESTION THREE

A group of entrepreneurs in your county have approached you to assist them in identifying strategies to enter international markets. Which two entry strategies would you recommend?

Justify your choice? (20 marks)

QUESTION FOUR

(a) Explain non- tariff barriers to trade that entrepreneurs should cope with as they operate internationally (10 marks)

(b) Explain why countries need to protect their domestic markets from foreign firms. (10 marks)
