

CHUKA



UNIVERSITY

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**UNIVERSITY EXAMINATIONS**

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

**BEEM 215: ENTREPRENEURIAL BEHAVIOUR**

**STREAMS: BEEM**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 10/12/2018**

**8.30 AM – 10.30 AM**

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**INSTRUCTIONS:**

**Answer Question One and any other Two Questions**

**QUESTION ONE (COMPULSORY)**

- (a) Entrepreneurs display certain behavioral traits. Identify and explain six entrepreneurial traits. [6 marks]
- (b) With reference to the need for achievement theory by McClelland describe the characteristics of high achievement entrepreneurs. [6 marks]
- (c) Describe the major problem solving process applied by entrepreneurs. [8 marks]
- (d) Explain the relevance of Maslow's hierarchy of needs theory in understanding entrepreneurial behavior. [10 marks]

**QUESTION TWO**

Briefly discuss how the following factors influence entrepreneurial behavior.

- (a) Demographic factors. [7 marks]
- (b) Psychological factors [7 marks]
- (c) Managerial skills [6 marks]

**QUESTION THREE**

- (a) using the Blake Moutons management grid, explain the various managerial styles used by enterprise managers. [14 marks]

- (b) Which management style would you recommend to managers of start-up enterprises?  
Explain your answer. [6 marks]

**QUESTION FOUR**

Several theories have been advanced to explain, entrepreneurial behavior. Briefly explain the following theoretical views of entrepreneurial behavior.

- (a) sociological theory [7 marks]  
(b) Economic view [7 marks]  
(c) Innovation theory [6 marks]
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