

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

BEEM 436: CORPORATE ENTREPRENEURSHIP

STREAMS: BEEM Y4S1

TIME: 2 HOURS

DAY/DATE: FRIDAY 14/12/2018

11.30 A.M - 1.30 P.M.

INSTRUCTIONS

- Answer Question One and any other Two Questions
- Do not write on the question paper

QUESTION ONE

- (a) Recently in job Construction Company which is a corporate enterprise, employees have been witnessing cases of harassment and un-fair treatment from their senior managers. Discuss the need of remedying this act for the benefit of the enterprise. [10 Marks]
- (b) Identify special features which distinguish corporate enterprise from other enterprises. [10 Marks]
- (c) Assume that you have been identified by large organization to recruit and select for them new employees. Take them through the activities of recruitment. [10 Marks]

QUESTION TWO

- (a) Identify the key reasons why you believe the government should support the corporate enterprises in Kenya. [10 Marks]
- (b) Currently there are many challenges experienced by corporate enterprises in Kenya. Identify these obstacles and some of the remedies therein. [10 Marks]

QUESTION THREE

- (a) John, an entrepreneur student from Chuka University recently devised a new communicating gadget which companies can use to link directly with customers to share new developments in the market on a real-time. He is very apprehensive that his invention may be copied by other entrepreneurs for commercial gain. Advise John on the course of action over protecting this invention. [10 Marks]

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- (b) Corporate Re-engineering is key to the success. Discuss the guidelines for successful corporate re-engineering. [8 Marks]

QUESTION FOUR

- (a) Many corporate enterprises do not encourage intrapreneurial environment and restructure corporate thinking. Discuss. [10 Marks]
- (b) Advise the corporate enterprises on the best principles which can support Total Quality Management (TQM) for the survival during their growth stage. [10 Marks]

QUESTION FIVE

- (a) In corporate enterprises the success of intrapreneurs depends on the networks which they establish Discuss. [10 Marks]
 - (b) Examine how generally creativity and innovation is changing corporate enterprises in Kenya. [10 Marks]
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