

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

SECOND YEAR EXAMINATION FOR THE AWARD OF DEGREE
OF BACHELOR OF ENTREPRENEURSHIP

BEEM 215: ENTREPRENEURIAL BEHAVIOR

STREAMS: BEEM Y2S1

TIME: 2 HOURS

DAY/DATE: FRIDAY 8/12/2017

2.30 P.M - 4.30 P.M.

INSTRUCTIONS:

- Answer Question ONE and any other TWO Questions

QUESTION ONE

- (a) Explain the personal traits of entrepreneurs as explained by McClelland. [8 Marks]
- (b) Briefly explain the external motivating factors that influence entrepreneurial behavior. [8 Marks]
- (c) Discuss the various leadership styles used by entrepreneurs in management of their enterprises. [8 Marks]
- (d) Discuss Schumpeter's view on entrepreneurial behavior and entrepreneurship. [6 Marks]

QUESTION TWO

"According to economists entrepreneurship and economic growth will take place in situations where economic conditions are most favourable". In the light of this statement;

- (a) Highlight and explain the economic conditions that support entrepreneurship. [10 Marks]
- (b) Briefly explain the major contributions of entrepreneurship to economic growth. [10 Marks]

QUESTION THREE

With reference to the theories explain entrepreneurial behavior

- (a) Sociological theory. [10 Marks]
- (b) Psychological theory. [10 Marks]

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QUESTION FOUR

With the aid of a diagram, explain how personal needs as discussed by Abraham Maslow influence entrepreneurial behavior. [20 Marks]

QUESTION FIVE

Discuss the effect of internal and external factors on the behavior of entrepreneurs. [20 Marks]

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