

CHUKA



UNIVERSITY

## UNIVERSITY EXAMINATIONS

### EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF BACHELOR OF ENTREPRENEURSHIP AND ENTREPRISE MANAGEMENT

#### BEEM 113: INTERNATIONAL DIMENSION OF ENTREPRENEURSHIP

STREAMS: BEEM/BENS Y1S2

TIME: 2 HOURS

DAY/DATE: TUESDAY 17/04/2018

11.30 A.M – 1.30 P.M

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#### INSTRUCTION:

- **Answer question one and any other two questions**
1. (a) John, a friend of yours believes there is no different between and entrepreneur operating in the domestic market and one operating internationally. Explain to John the differences that exist between the two and highlight the challenges that an international entrepreneur is likely to face that may not be common in the domestic market. [10marks]
  - (b) Exporting is one of the international market entry strategy. Discuss the advantages and disadvantages of this entry strategy. [10marks]
  - (c) Describe five possible reasons motivating entrepreneur who has been operating in the domestic market to move and operate in the international market. [10marks]
  2. (a) International partnering with another business can be complex as it takes time and effort to build the right relationship. As a potential partner, explain strategies that can be put in place to minimize conflict and misunderstanding. [10marks]
  - (b) Cash in advance and letter of credit are some of the two methods used in international trade to receive overseas payments for products sold into the export market. Describe the two methods. [10marks]
  3. (a) What is a joint venture investment (JVI) and why is it preferred among other international market entry? [10marks]

- (b) Explain the need for an international alliance and collaboration. [10marks]
4. Discuss the criteria used in determining the choice of countries or markets to operate when deciding to enter the international markets. [20marks]
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