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

BEEM 113: INTERNATIONAL DIMENSIONS OF ENTREPRENEURSHIP**STREAMS: BEEM (Y1S2)****TIME: 2 HOURS****DAY/DATE: TUESDAY 09/04/2024****2.30 P.M. – 4.30 P.M.****INSTRUCTION**

- Answer question one and any other two questions
- Do not write on the question paper

QUESTION ONE (COMPULSORY)

International entrepreneurship (IE) is an intersectional domain, combining international business and entrepreneurship areas of knowledge. The IE field emerged in the early 1990s when different studies indicated that some small and young new ventures could go into international markets from inception at their early years, which was different from the traditional Uppsala perspective which argued that firms, especially multinationals, could become international following a specific-regular, slow, and evolutionary process to become international. Thus, this early and rapid internationalization theoretical framework challenged the validity of the Uppsala model prevailing so far, and it opened avenues for IE research to study and focus on features of early internationalizing firms and their innovative and new internationalization process. Consequently, most IE research concentrated on studying the internationalization of newly founded ventures that are necessarily small and young and it restricted for years the study of bigger companies. Nonetheless, over the last years, IE research has moved on toward studying a variety of internationalization entrepreneurial behaviors of different actors, organizations, groups, or individuals; and then, it has considered not only the entrepreneurial behaviors of small and young firms but also the entrepreneurial behaviors of large and established companies. Hence, IE has evolved over the years, and it has incorporated progressively new insights that address the field as a behavioral process of pursuing opportunities across national borders to create value and get a competitive advantage.

- (a) Discuss the major trends affecting international entrepreneurship. (10 marks)
- (b) As a result of internationalization, many countries have imposed certain measures to protect local entrepreneurs. Discuss five arguments in favour of protectionism and imposition of trade barriers (10 marks)
- (c) Identify and explain the major risks that international entrepreneurs have to assess in foreign markets [10 marks]

QUESTION TWO

- (a) When deciding on whether to engage in international entrepreneurship, one must consider certain factors. In light of this, discuss the decision criteria for international entrepreneurship. [10 marks]
- b) Distinguish between domestic and international entrepreneurial ventures. [10 marks]

QUESTION THREE

- (a) Briefly discuss the major barriers to trade imposed by foreign markets. [10 marks]
- (b) One of the ways entrepreneurs can approach international markets is exporting. This can be done directly or indirectly. Discuss the advantages and disadvantages of direct exporting to the entrepreneur (10 marks)

QUESTION FOUR

- (a) Briefly explain 5 factors to consider in the international socio cultural environment which may influence your business in other countries [10 marks]
- (b) Explain the importance derived by entrepreneurs from international marketing. (10 marks)

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