

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

BEEM 401: ENTREPRENEURSHIP

STREAMS: BEEM (ODEL)

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 07/08/2024

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- **Question one is compulsory and any other two questions**

Question one

- a) There are several internal and external factors that can influence a company's business decisions. Different combinations of these factors, requires some special attention. Discuss some of the economic factors within an enterprise environment. (10 marks)
- b) A student from Chuka University intends to start a small business specializing in computer games to cater for the youth; however, a business consultant has advised him to be extra careful before implementing the idea if he expects to succeed in the new venture. Examine the reasons for this caution by the consultant. (10 marks)
- c) It is believed that not all business people are entrepreneurs. Argue in support of the above statement. (10 marks)

Question two

- a) The importance of entrepreneurship in economic development has been established fact in the literature (Ritter, 1998) recognizing the roles of entrepreneurs in both developed and developing economies have shifted their development. Discuss the role of entrepreneurship in economic development. (10 marks)

- b) State and explain five ways of identifying business opportunities (10 marks)

Question three

- a) The difference between a Craft and an Opportunistic Entrepreneur is their growth orientations. Explain the meaning of this assertion and show how Craft Entrepreneurs can be developed to become opportunistic. (10 marks)
- b) Entrepreneurial development is full of choices and decisions making, explain the merits and demerits an aspiring entrepreneur will consider in deciding to enter into a partnership (10 marks)

Question four

- a) Discuss some of the general Entrepreneurship skills necessary for management of enterprises. (10 marks)
- b) Identify and explain the various ways through which an upcoming entrepreneur can protect his/her intellectual property and other innovations. (10 marks)
-