

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

**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: TUESDAY 17/12/2024**

**8.30 A.M. –10.30 A.M.**

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**INSTRUCTIONS:**

- **Answer Question ONE and any other Two Questions**
- **Do not write on the question paper and begin each answer on a fresh page**

Q1(a) What is corporate entrepreneurship, and why is it important for large organizations?

(10 marks)

(b) Discuss the environment necessary for successful implementation of corporate entrepreneurship in organization.

(10 marks)

© Explain the need for corporate entrepreneurship among organizations in Kenya (10 marks)

Q2 (a) Discuss the different roles played by the top management of the organization and those of the employees fostering corporate entrepreneurship.

(15 marks).

(b)) Distinguish between entrepreneurial firms and administrative firms

(5 marks)

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Q3 (a) Discuss any five frameworks necessary for corporate entrepreneurship. (15 marks)

(b) Explain the role of leadership in fostering corporate entrepreneurship. (5 marks)

Q.4 (a) Discuss the features of the following two models for corporate entrepreneurship;

I. Covin and Slevin Model (1991) (5 marks)

II. Ireland, Kuratko and Morris Model (2006) (5 marks).

(b) Discuss the major barriers to corporate entrepreneurship (10 marks)

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