

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**FIRST EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
ENTERPRENEURSHIP AND ENTERPRISE**

BEEM 113: INTERNATIONAL DIMENSIONS OF ENTERPREEURSHIP

STREAMS: BEEM Y1S2

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 12/04/2023

8.30 A.M – 10.30 A.M

INSTRUCTIONS:

Answer question one and any other two questions

Do not write on the question paper

QUESTION ONE

- (a) One of the major international entry and development strategies adopted by entrepreneurs is exporting. Entrepreneurs can either use direct exporting or indirect exporting. Differentiate between direct exporting and indirect exporting. Explain four advantages of each method. [12 marks]
- (b) As a result of market liberalization, 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) Distinguish between domestic and international entrepreneurship ventures. [8 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) Briefly explain why a newly employed international enterprise executive should understand the culture of the host country. [10 marks]

QUESTION THREE

- (a) Briefly discuss the major barriers to trade imposed by foreign markets. [10 marks]
(b) Identify and explain the major risks that international entrepreneurs have to assess in foreign markets. [10 marks]

QUESTION FOUR

- (a) Briefly explain 5 factors to consider in the international economic 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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