



GARISSA UNIVERSITY

UNIVERSITY EXAMINATION **2017/2018** ACADEMIC YEAR **TWO**
FIRST SEMESTER EXAMINATION

SCHOOL OF BUSINESS AND ECONOMICS

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: BBM 227

COURSE TITLE: ENTREPRENEURSHIP THEORY AND PRACTICE

EXAMINATION DURATION: 3 HOURS

DATE: 01/12/17

TIME: 09.00-12.00 PM

INSTRUCTION TO CANDIDATES

- The examination has FIVE (5) questions
- Question ONE (1) is COMPULSORY
- Choose any other THREE (3) questions from the remaining FOUR (4) questions
- Use sketch diagrams to illustrate your answer whenever necessary
- Do not carry mobile phones or any other written materials in examination room
- Do not write on this paper

This paper consists of TWO (2) printed pages

please turn over



QUESTION ONE (COMPULSORY)

- (a) Establish the concept of entrepreneurship and explain the process of entrepreneurial action. **[10 marks]**
- (b) Describe how structural similarities enable entrepreneurs to creative mental leaps **[10 marks]**
- (c) Differentiate between entrepreneurship and entrepreneurship **[5 marks]**

QUESTION TWO

Describe the extent to which entrepreneurs are dynamic, flexible, self-regulating and Engaged in the process of generating multiple decision frameworks. **[15 marks]**

QUESTION THREE

- (a) Explain the causes of interest in corporate entrepreneurship **[5 marks]**
- (b) Identify how established firms can develop an entrepreneurial culture and the challenges of doing so. **[10 marks]**

QUESTION FOUR

- (a) Identify with explanation the risks associated with newness of a business idea **[10 marks]**
- (b) Highlight the strategies that the entrepreneur can use to reduce risk **[5 marks]**

QUESTION FIVE

- (a) Discuss the importance of innovation within an organization **[10 marks]**
- (b) Highlight the methods of available for generating new venture ideas **[5 marks]**

