**REGULAR UNIVERSITY EXAMINATIONS**

**SCHOOL OF BUSINESS & ECONOMICS**

**BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE: BBM 227**

**COURSE TITLE: ENTREPRENEURSHIP THEORY AND CONCEPTS**

**DATE: AUGST 2021 MAIN EXAM TIME: 2 HOURS**

**INSTRUCTIONS TO CANDIDATES**

1. Answer Question **ONE (COMPULSORY)**and any other **TWO** questions
2. Do not write on the question paper.

**QUESTION ONE**

1. Discuss any five cultural values that would encourage the development of Entrepreneurs practice. (10marks)
2. According to peter Schumpeter creativity is a key to determining aspects of entrepreneurships” briefly explain the qualities of a creative person. (10 Marks)
3. Most small scale enterprises carry out the trading activities at a central location. Outline the measures an entrepreneur would take to gain a competitive edge over her competitors. (10marks)

**QUESTION TWO**

1. Explain the steps the Kenya government has taken in order to promote entrepreneurship. (10marks)
2. Explain five internal factors that motivate a person to become an entrepreneur. (10marks

**QUESTION THREE**

1. Explain the causes of interest in corporate entrepreneurship  **(10mrks)**
2. Identify how established firms can develop an entrepreneurial culture and the challenges of doing so. **(10mrks)**

**QUESTION FOUR**

1. Explain the risks associated with newness of a business idea **(10mrk)**
2. Highlight the strategies that an entrepreneur can use to reduce risk **(10mrks)**

**QUESTION FIVE**

1. Discuss the importance of a business plan to an entrepreneur **(10mrks)**
2. Highlight the methods available for generating new venture ideas **(10Marks)**