



MUEO

# MOI UNIVERSITY

OFFICE OF THE DEPUTY VICE CHANCELLOR  
(ACADEMICS, RESEARCH, EXTENSION & STUDENT AFFAIRS)

## UNIVERSITY EXAMINATIONS 2022/2023 ACADEMIC YEAR

FOR THE DEGREE OF

### BACHELOR OF BUSINESS MANAGEMENT

**COURSE CODE:** BBM 221

**COURSE TITLE:** ENTREPRENEURSHIP THEORY AND CONCEPT

**DATE:** 30<sup>TH</sup> NOVEMBER, 2022 **TIME:** 2.00 P.M. – 5.00 P.M

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### INSTRUCTION TO CANDIDATES

- SEE INSIDE.

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## BBM 221: ENTREPRENEURSHIP THEORY AND CONCEPTS

### INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER THREE

#### QUESTION ONE

- a) Distinguish between entrepreneurship, intrapreneurship and entrepreneurship. (6 Marks)
- b) "Building a culture of entrepreneurship requires a fundamental rethinking of educational systems, both formal and informal, as well as how entrepreneurial systems function and the way in which rewards, recognition and incentives are given" Discuss in respect to this statement. (8 Marks)
- c) Describe the business disruptive prominence in the recent past. (5 Marks)
- d) Highlight the competitive forces that determine entrepreneurship industry profitability in Kenya. (6 Marks)

#### QUESTION TWO

- a) Describe how to create strong ethical culture in an entrepreneurial venture. (6 Marks)
- b) Explain the concept of financing within the resource based framework as an important element or new venture finance. (9 Marks)

#### QUESTION THREE

- a) Entrepreneurship is becoming the driving force behind most economies in the world. Explain why the Kenyan government is emphasizing on entrepreneurship growth in the country. (7 Marks)
- b) The government of Kenya through the new ministry of cooperatives and small enterprises is developing policies to promote entrepreneurship. What are the initiatives the government is putting in place or pursuing to promote small enterprises in Kenya? (8 marks)

#### QUESTION FOUR

a) In relation to entrepreneurship, differentiate between innovation, creativity and invention.

(5 Marks)

b) An entrepreneur can only be relevant in the market if he/she remain updated with the current technology. Discuss the impact of technology indicating the drivers to new innovations by an entrepreneur. (10 Marks)

#### QUESTION FIVE

a) Explain why protecting a business idea is key in today's environment. (5 Marks)

b) A copyright is a form of intellectual property protection that grants to the owner of a work of authorship the legal right to determine how the work is used and to obtain the economic benefits from the work. Discuss the material it does cover. (10 Marks)

#### QUESTION SIX

a) Franchising is appropriate when a firm has a strong or a potentially strong trademark, a well-designed business method, and a desire to grow. Explain how franchising is appropriate in the present day entrepreneurship. (8 Marks)

b) Explain ways in which parties to a franchise arrangement could enhance their relationship in business. (7 Marks)

