



MUEO

MOI UNIVERSITY

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

UNIVERSITY EXAMINATIONS **2023/2024 ACADEMIC YEAR** **SECOND YEAR EXAMINATION**

FOR THE DEGREE OF **BACHELOR** **OF** **BUSINESS MANAGEMENT**

COURSE CODE: BBM 221

COURSE TITLE: ENTREPRENEURSHIP THEORY

DATE: MONDAY 11TH DECEMBER, 2023 **TIME: 2.00 P.M. - 5.00 PM.**

INSTRUCTION TO CANDIDATES

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BBM 221: ENTREPRENEURSHIP THEORY AND CONCEPTS

INSTRUCTION TO CANDIDATES

Question ONE is COMPULSORY

Answer any other THREE questions

QUESTION ONE (COMPULSORY)

(a) Creativity is the ability to generate ideas while innovativeness is the ability to implement the appropriate ideas. In relation to the above. Explain the various ways in which innovativeness can be reflected [10 marks]

(b) Establish the entrepreneurial contribution to economic development [10 marks]

(c) Many people use the term 'entrepreneur' and small, business owner' synonymously, while they may have much in common there are significant difference, elaborate on their difference [5 marks]

QUESTION TWO

(a) With the support of relevant examples, describe the various stages of an entrepreneurial process. [10 marks]

(b) Identify any five distinctive features of a successful entrepreneur. [5 marks]

QUESTION THREE

(a) Over the years, a few myths about entrepreneurship have developed. Identify with explanation some of the entrepreneurial myths. [10 marks]

(b) Highlight some of the personal factors that constitute the core competencies of entrepreneurs. [10 marks]

QUESTION FOUR

Motivation refers to the way in which urges, drives, desires, and aspirations or needs direct, control or explain behavior. In this regard discuss any two theories of entrepreneurship [15 marks]

QUESTION FIVE

Describe the push and pull factors that affect entrepreneurship ventures in an environment [15 marks]

QUESTION SIX

(a) Differentiate between the following

- i. Entrepreneur and intra-preneur
- ii. Entrepreneur and a promoter [8 marks]

(b) Explain the reasons for self –employment within a given locality/environment [7 marks]

THE END