



MUEO

MOI UNIVERSITY

OFFICE OF THE DVC ACADEMIC AFFAIRS, RESEARCH AND EXTENSION

UNIVERSITY EXAMINATIONS

2013/2014 ACADEMIC YEAR

SECOND YEAR END OF SEMESTER I/II EXAMINATIONS

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: BBM 208

**EXAM TITLE: ENTREPRENEURSHIP THEORY
& CONCEPTS**

DATE: 4TH SEPTEMBER, 2014 TIME: 2.00 P.M. – 5.00 P.M.

INSTRUCTION TO CANDIDATES

➤ **SEE INSIDE**

BBM208: ENTREPRENEURSHIP THEORY & CONCEPTS

MAIN EXAMINATION

INSTRUCTIONS: Answer Question ONE (COMPULSORY) and any other THREE.

QUESTION ONE (25 MARKS)

- a) Discuss the Four types of innovations (12 Marks)
- b) Elaborate the role of entrepreneurship in the economic development of a Country (13 Marks)

QUESTION TWO

- a) One of the key functions of entrepreneurship is decentralization of economic activities. Explain (8 Marks)
- b) Expound on the main differences between an entrepreneur and an intrapreneur. (7 Marks)

QUESTION THREE

As a potential entrepreneur, you have been approached by an upcoming organization dealing in Fast Moving Consumer Goods (FMCG) to develop a business plan for purposes of acquiring funding and penetrating into the Coast market. Elucidate on the key steps and contents that should be captured in the business plan. (15 Marks)

QUESTION FOUR

- a) Discuss the dimensions of corporate entrepreneurship (10 Marks)
- b) Explain the core characteristics of entrepreneurship (5 Marks)

QUESTION FIVE

With increasing volatility in competition most entrepreneurs are experiencing diminishing returns. Elaborate the main micro and macro factors that must be critically monitored in order to forestall imminent collapse of firms. (15 marks)

QUESTION SIX

Discuss the analogy that entrepreneurs are born or made? Do you agree with it? Take a stand. (15 mks)