



MUEO

MOI UNIVERSITY

**OFFICE OF THE DEPUTY VICE CHANCELLOR, ACADEMIC
AFFAIRS, RESEARCH & EXTENSION**

**UNIVERSITY EXAMINATIONS
2014/2015 ACADEMIC YEAR**

SECOND YEAR END OF SEMESTER EXAMINATIONS

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

EXAM CODE:- BBM 221

**COURSE TITLE:- ENTREPRENUERSHIP THEORY &
CONCEPTS**

DATE:- 14TH DECEMBER, 2015

TIME:-9.00A.M. – 12.00NOON

INSTRUCTION TO CANDIDATES

➤ **SEE INSIDE.**

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INSTRUCTIONS

Answer question ONE and any other THREE questions

QUESTION ONE (COMPULSORY= 25 marks)

i) Citing relevant examples and contributors discuss how the following theories enhance your understanding of the concepts of Entrepreneurship & Entrepreneur (15marks)

- a. Economic theory
- b. Sociological theory
- c. Psychological theory

ii) State and explain any five major attributes of a successful entrepreneur. (5marks)

iii) What does the phrase "Entrepreneurs are bearers of uncertainty" mean? Support with relevant examples. (5marks)

QUESTION TWO (15 marks)

i) Discuss the role of the Kenyan Government in Entrepreneurship Development & Promotion (10 marks)

ii) What is the difference between Creativity & Innovation? Support answer with example (2 marks)

iii) Explain the benefits of having a Creative personality? (3 marks)

QUESTION THREE (15 marks)

a) Explain the meaning of the following concepts as applied in the study of entrepreneurship (10 marks)

- i) Intrapreneurship
- ii) Extrapreneurship
- iii) Serial entrepreneur
- iv) Business Opportunity
- v) Business strategy

b) Discuss the importance of 'Corporate Entrepreneurship' (5marks)

QUESTION FOUR (15 marks)

i) Discuss in detail what the following schools of thought say about determinants of Entrepreneurship

- a. Environmental school of thought
- b. Financial/capital school of thought
- c. Displacement school of thought (9marks)

ii) Explain the role of socio-cultural and political competitive factors in entrepreneurship (6marks)

QUESTION FIVE (15 marks)

i) Explain the major elements in the Push-Pull theory of entrepreneurship (10marks)

ii) Discuss the Functions of individual entrepreneur in driving entrepreneurial process (5marks)

QUESTION SIX (15 marks)

i) Elucidate the role of entrepreneurship in the economic development of a country (10marks)

ii) Explain any five challenges faced by entrepreneurs in Kenya? (5marks)