



GARISSA UNIVERSITY

**UNIVERSITY EXAMINATION 2017/2018 ACADEMIC YEAR TWO
SECOND SEMESTER EXAMINATION**

SUPPLEMENTARY/SPECIAL EXAMINATION

SCHOOL OF BUSINESS AND ECONOMICS

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: BBM 227

COURSE TITLE: ENTREPRENEURSHIP THEORY AND PRACTICE

EXAMINATION DURATION: 3 HOURS

DATE: 23/03/18

TIME: 2.00-5.00 PM

INSTRUCTION TO CANDIDATES

- **The examination has SIX (6) questions**
- **Question ONE (1) is COMPULSORY**
- **Choose any other THREE (3) questions from the remaining FIVE (5) questions**
- **Use sketch diagrams to illustrate your answer whenever necessary**
- **Do not carry mobile phones or any other written materials in examination room**
- **Do not write on this paper**

This paper consists of TWO (2) printed pages

please turn over



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]**

