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**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2019/2020 ACADEMIC YEAR TWO**

**SECOND SEMESTER EXAMINATION**

**SCHOOL OF BUSINESS AND ECONOMICS**

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

**COURSE CODE: BBM 227**

**COURSE TITLE: ENTREPRENEURSHIP THEORY AND CONCEPTS**

**EXAMINATION DURATION: 2 HOURS**

**DATE: 15/12/2020 TIME: 2.00-5.00 PM**

**INSTRUCTION TO CANDIDATES**

* **The examination has FIVE (5) questions**
* **Question ONE (1) is COMPULSORY**
* **Choose any other TWO (2) questions from the remaining FOUR (4) 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)**

1. Analyze the role of an entrepreneur in economic development **[10 marks]**
2. Explain the causes of interest in corporate entrepreneurship  **[10 marks]**
3. Evaluate on the various strategies an entrepreneur can use to gain competitive advantage. **[10 marks]**

**QUESTION TWO**

1. Explain the importance of business idea in the present world **[10 marks]**
2. Many people use the terms `entrepreneur’ and ‘small business owner ‘synonymously. While they may have much in common, there are a significant difference between entrepreneurial venture and small business. `discuss **[10 marks]**

**QUESTION THREE**

1. Discuss the importance of a business plan to an entrepreneur **[10 marks]**
2. Highlight the methods available for generating new venture ideas **[10 marks]**

**QUESTION FOUR**

1. Explain the risks associated with newness of a business idea **[10 marks]**
2. Highlight the strategies that an entrepreneur can use to reduce risk **[10 marks]**

**QUESTION FIVE**

1. Explain the process of entrepreneurial action. **[10 marks]**
2. Identify how established firms can develop an entrepreneurial culture and the challenges of doing so. **[10 marks]**