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**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2020/2021 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: 18/08/2021 TIME: 3.00-5.00 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. Discuss any five cultural values that would encourage the development of Entrepreneurs practice. (10marks)
2. According to peter Schumpeter creativity is a key to determining aspects of entrepreneurships” briefly explain the qualities of a creative person. (10 Marks)
3. Most small scale enterprises carry out the trading activities at a central location. Outline the measures an entrepreneur would take to gain a competitive edge over her competitors. (10marks)

**QUESTION TWO**

1. Explain the steps the Kenya government has taken in order to promote entrepreneurship. (10marks)
2. Explain five internal factors that motivate a person to become an entrepreneur. (10marks

**QUESTION THREE**

1. Explain the causes of interest in corporate entrepreneurship  **(10marks)**
2. Identify how established firms can develop an entrepreneurial culture and the challenges of doing so. **(10marks)**

**QUESTION FOUR**

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

**QUESTION FIVE**

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