****

**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: 07/04/2021 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. Establish the concept of entrepreneurship and explain the process of entrepreneurial action. **(10marks)**
2. Discuss the competitive analysis of an entrepreneur in a business environment **(10marks)**
3. Differentiate between entrepreneurship and intrapreneurship **(10marks)**

**QUESTION TWO**

1. Explain the importance of business idea in the present world **(10marks)**
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. 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)**