MAASAI MARA UNIVERSITY - MUMIAS

REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
SECOND YEAR FIRST SEMESTER

SCHOOL OF BUSINESS AND ECONOMICS
BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: BBM 208
COURSE TITLE: ENTREPRENUERSHIP THEORY AND CONCEPT

DATE: ........................................................
TIME: ..............................................
a) Define the following terms
i. Ethics (1 mark)
ii. Code of conduct (1 mark)
iii. Social responsibility (1 mark)
iv. E-Commerce (1 mark)
v. Globalization (1 mark)

b) Describe emerging ways corporations are using in encouraging entrepreneurship. (10 marks)

c) Discuss the concept of entrepreneurship versus intrapreneurship (4 marks)

d) State six characteristics of a successful entrepreneur (6 marks)

QUESTION 2
a) Describe with examples the factors affecting entrepreneurship growth (12 marks)

b) Discuss the relationship between entrepreneurship and business
(3 marks)

QUESTION 3
Discuss five theories in Entrepreneurship.
(15 marks)

QUESTION 4
a) Explain three areas through which globalization has impacted on the way the entrepreneur does his Business
(6 marks)
b) State three positive and three negative effects that globalization has had in today’s economy
(9 marks)

QUESTION 5
a) Describe five emerging ways corporations are using in encouraging entrepreneurship
(10 marks)
b) State five problems that the entrepreneurs encounter in the developing world.
(5 marks)