



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:

INSTRUCTIONS TO CANDIDATES

- *Answer question ONE (compulsory) and any other THREE*
- *Question one carries 25 marks*
- *All other questions carry 15 marks*

This paper consists of 2 printed pages. Please turn over.

- 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. (10marks)
- 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 (12marks)
- b) Discuss the relationship between entrepreneurship and business (3marks)

QUESTION 3

Discuss five theories in Entrepreneurship. (15marks)

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 (10marks)
- b) State five problems that the entrepreneurs encounter in the developing world. (5 marks)