



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER**

**SCHOOL OF BUSINESS & ECONOMICS
BACHELOR IN PROJECT MANAGEMENT**

**COURSE CODE: BPM 4106-1
COURSE TITLE: MANAGEMENT OF SOCIAL
ENTERPRISE PROJECTS**

DATE: 13/12/2023

TIME: 1100-1300 HRS

INSTRUCTIONS TO CANDIDATES

Answer question **ONE** and any other **TWO** questions.

1. (a) Using relevant examples, describe the four elements of social entrepreneurship. (10 mks)
(b) Discuss how social entrepreneurs within Narok county can attract talents from the Maasai community. (10mks)

2. (a) Discuss five roles of social entrepreneurship in community development. (10 mks)
(b) Explain five sources of social entrepreneurial opportunity. (5mks)

3. (a) Using relevant examples, discuss seven components of a business plan. (7mks)
(b) Explain any four factors that may make a social idea to be adopted easily. (8mks)

4. (a)With reference to the social enterprise you identified in your group work. Discuss the internal and external factors impacting social entrepreneurs. (10 mks).
(b) Discuss the role of the following stakeholders in promoting social entrepreneurship;
 - (i) Government (3 mks)
 - (ii) Society (2mks)

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