



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2017/2018 ACADEMIC YEAR
SECOND YEAR/SECOND SEMESTER**

**SCHOOL OF BUSINESS & ECONOMICS
BACHELOR ENTREPRENEURSHIP**

**COURSE CODE: BSE 2204
COURSE TITLE: ENTREPRENEURSHIP
BEHAVIOUR**

DATE: 24TH APRIL 2018

TIME: 0830 - 1030HRS

INSTRUCTIONS TO CANDIDATES

Answer question **ONE** and any other **THREE** questions

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

QUESTION ONE

- (a) Discuss any four distinguishing features of a leader and a manager.
(8marks)
- (b) With reference to the Maasai Mara University quest house, discuss how networking can provide a basis for sustaining a competitive advantage.
(9 marks)
- (c) Entrepreneurs can use development of the venture's mission as part of their marketing strategy, discuss this statement in regard to Maasai Mara University.
(10 marks)

QUESTION TWO

Using a diagram, discuss the different stages in the decision making process.
(15 marks)

QUESTION THREE

- (a) A well defined mission helps the venture in drawing together its internal stakeholders and facilitating communication of the venture to external stakeholders, discuss.
(10marks)
- (b) Discuss how investing in resources creates risk for an entrepreneurial venture.
(5 marks)

QUESTION FOUR

- (a) With reference to an entrepreneurial venture of your own choice, discuss the content of a strategy.
(10marks)
- (b) Differentiate between internal and external locus of control. **(5 marks)**

QUESTION FIVE

- (a) Jane owns a hotel near gate C in Maasai Mara University, for the last two months her customers have been complaining about poor communication by the employees, what techniques Jane should apply to solve this problem.
(10marks)
- (b) Discuss any five roles of an entrepreneur in the economic development.
(5 marks)