



MAASAI MARA UNIVERSITY

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

**SCHOOL OF BUSINESS AND ECONOMICS
BACHELOR OF SCIENCE IN
ENTREPRENEURSHIP**

COURSE CODE: BSE 2205

COURSE TITLE: CORPORATE ENTREPRENEURSHIP

DATE: 30TH APRIL, 2018

TIME: 1100 – 1300 HRS

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 the challenges facing SME participation in global value chains? **(10 Marks)**
- (b) Explain how value chains differ from traditional commodity system or industry analyses **(5 Marks)**
- (c) differentiate between vertical and horizontal linkages in value chains **(5 Marks)**
- (d) What are the limitations of value chain analysis **(5 Marks)**

QUESTION TWO

Using a suitable diagram, differentiate between primary and support activities in a firm value chain **(15 Marks)**

QUESTION THREE

- a) Explain the key growth drivers for global value chains? **(8 Marks)**
- b) What are the key elements of policy interventions to facilitate SME participation in global value chains **(7 Marks)**

QUESTION FOUR

Discuss the four basic types of global value chains? **(15 Marks)**

QUESTION FIVE

Globalization and regional economic integration have exerted positive aspects on SME development. Discuss **(15 Marks)**

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