



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)