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**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2017/2018 ACADEMIC YEAR TWO**

**THIRD SEMESTER EXAMINATION**

**SCHOOL OF BUSINESS AND ECONOMICS**

**FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE: BBM 227**

**COURSE TITLE: ENTREPRENEURSHIP THEORY AND PRACTICE**

**EXAMINATION DURATION: 3 HOURS**

**DATE: 07/08/18 TIME: 09.00-12.00 PM**

**INSTRUCTION TO CANDIDATES**

* **The examination has SIX (6) questions**
* **Question ONE (1) is COMPULSORY**
* **Choose any other THREE (3) questions from the remaining FIVE (5) questions**
* **Use sketch diagrams to illustrate your answer whenever necessary**
* **Do not carry mobile phones or any other written materials in examination room**
* **Do not write on this paper**

**This paper consists of TWO (2) printed pages *please turn over***

**QUESTION ONE (COMPULSORY)**

1. Explain entrepreneurship innovation process **[10 marks]**
2. Describe the theories of entrepreneurship **[9 marks]**
3. Provide reasons for slow growth of entrepreneurship in a developing economy **[6 marks]**

**QUESTION TWO**

1. Explain the importance of business I the present world **[10 marks]**
2. Identify the qualities of a successful entrepreneur **[5 marks]**

**QUESTION THREE**

1. Discuss the competitive analysis of an entrepreneur in a business environment **[10 marks]**
2. Highlight on the various strategies an entrepreneur can use for competitive advantage. **[5 marks]**

**QUESTION FOUR**

1. Evaluate the role of an entrepreneur in economic development **[10 marks]**
2. Give reasons why an entrepreneur is different from profession **[5 marks]**

**QUESTION FIVE**

1. Examine on the various classifications of entrepreneurs **[10 marks]**
2. Identify the factors to consider when choosing a form of business ownership **[5 marks]**

**QUESTION SIX**

1. Discuss the various forms of business ownership **[10 marks]**
2. Establish any five components f a project report  **[5 marks]**