



## **GARISSA UNIVERSITY**

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

**SCHOOL OF BUSINESS AND ECONOMICS**

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

**COURSE CODE: BBM 227**

**COURSE TITLE: ENTREPRENEURSHIP THEORY AND CONCEPTS**

**EXAMINATION DURATION: 3 HOURS**

**DATE: 19/04/18**

**TIME: 2.00-5.00 PM**

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### **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)**

- (a) What do you understand by entrepreneurship [2 marks]
- (b) Explain two limitations of environmental analysis of entrepreneurship [4 marks]
- (c) Highlight five characteristics associated with entrepreneurship [5 marks]
- (d) Explain three kinds of entrepreneurs [6 marks]
- (e) Clearly explain four ways in which nature of political environment affect entrepreneurial behavior. [8 marks]

**QUESTION TWO**

- (a) Explain the goals of performing an environmental analysis on a given business organization [6 marks]
- (b) Identify the critical aspects of competition that the competitive analysis of entrepreneurial environment focuses on. [9 marks]

**QUESTION THREE**

- (a) Explain three ways in which entrepreneurial skills set affect entrepreneurial process [6 marks]
- (b) Describe the entrepreneurial process, stating clearly what takes place at each stage. [9 marks]

**QUESTION FOUR**

- (a) Highlight five cultural factors that influence entrepreneurial behavior. [5 marks]
- (b) Discuss five socio-economic roles of entrepreneurship in a society. [10 marks]

**QUESTION FIVE**

- (a) Clearly explain the meaning of entrepreneurship. [3 marks]
- (b) Explain three main pillars of entrepreneurship. [6 marks]
- (c) Briefly explain three kinds of entrepreneurs. [6 marks]

**QUESTION SIX**

- (a) Describe three issues that competitive analysis of entrepreneurship seeks to address. [6 marks]
- (b) Discuss the contemporary issues that affect entrepreneurship. [9 marks]

