



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

MAIN EXAMINATION

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AUGUST - DECEMBER 2016 TRIMESTER

FACULTY OF COMMERCE

MBA EVENING PROGRAMME

CEN 520: ENTREPRENEURSHIP AND BUSINESS ENVIRONMENT

Date: DECEMBER 2016

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. a) Define the term entrepreneurship. **(2 marks)**
- b) What is the role of an entrepreneur in economic development **(8 marks)**
- c) Explain various characteristics of Entrepreneurships. **(10 marks)**
- Q2. a) Discuss any two theories of Entrepreneurship in details. **(10 marks)**
- b) What are the views of
(i) Peter Drucker
(ii) McClelland
On entrepreneurship. **(5 marks)**
- Q3. Briefly describe the following classification of entrepreneurs.
- i) Pure entrepreneur **(5 marks)**
- ii) Corporate entrepreneur **(4 marks)**
- iii) First generation entrepreneurs **(4 marks)**
- iv) Classical entrepreneur **(4 marks)**
- Q4. a) Define motivation and explain the different factors that motivate people to become entrepreneurs. **(10 marks)**
- b) Explain the meaning of internal and external factors of motivation. **(5 marks)**
- c) How does Abraham Maslow's hierarchy of needs affect entrepreneurs? **(5 marks)**

- Q5. a) What is Innovation? (2 marks)
b) Explain why innovativeness is important to entrepreneurship (3 marks)
c) What are the different elements in the innovation process? (5marks)
d) What are the qualities needed to be a successful entrepreneur (5 marks)
e) What are the problems encountered by women entrepreneurs. (5 marks)

END