

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ECONOMICS
STATISTICS AND ECONOMICS SOCIOLOGY**

ECON 414: ENTREPRENEURSHIP ECONOMICS

STREAMS: BSC PSYC

TIME: 2 HOURS

DAY/DATE: TUESDAY 30/03/2021

2.30 P.M – 4.30 P.M

INSTRUCTIONS:

Answer question one and any other two questions

QUESTION ONE (30 MARKS)

- (a) Explain the role of entrepreneurship in economic development. [6 marks]
- (b) Enunciate the exposure theory' of entrepreneurship. [5 marks]
- (c) Expound five functions which the concept of innovation and its corollary development embraces. [5 marks]
- (d) Explain the concepts of 'windows' and 'corridors' for new ventures. [4 marks]
- (e) Elucidate the importance of trademark in business. [3 marks]
- (f) According to McClelland, explain three types of needs a person acquires as a result of one's life experience. [3 marks]
- (g) Analyze the economic theory of entrepreneurship. [4 marks]

QUESTION TWO (20 MARKS)

- (a) Define entrepreneurship and put a light on historical perspectives of entrepreneurship. [8 marks]
- (b) Examine four source of new ideas for entrepreneurs. [4 marks]

- (c) Discuss the micro and macro constraints to entrepreneurship development and growth in Kenya. [8 marks]

QUESTION THREE (20 MARKS)

- (a) Explore the recommended actions for promotion of women entrepreneurs in Kenya. [8 marks]
- (b) Discuss for benefits of ICT on small medium enterprises in Kenya today. [4 marks]
- (c) Examine the innovation theory of Schumpeter. [8 marks]

QUESTION FOUR (20 MARKS)

- (a) Expound three methods of generating new ideas for entrepreneurs. [3 marks]
- (b) Illuminate why it is important for entrepreneurs always to act in an ethical manner. [5 marks]
- (c) Economic activities do not operate in a vacuum, they are rather shaped by governance environment of every society that has enormous impact on the way of doing business. Explain governance environment in East Asia that was behind its enterprise success. [12 marks]
-