

**CHUKA**



**UNIVERSITY**

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**UNIVERSITY EXAMINATIONS**

**THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF  
SCIENCE IN WILDLIFE ENTERPRISE AND MANAGEMENT**

**WIEM 346: WILDLIFE ENTREPRENEURSHIP**

**STREAMS: B. SC WIEM Y3S1**

**TIME: 2 HOURS**

**DAY/DATE: FRIDAY 06/12/2019**

**11.30 A.M. – 1.30 P.M.**

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**INSTRUCTIONS:**

- Answer ALL questions in section A and any TWO questions in section B.
- Do not write anything on the question paper.

**SECTION A (30 MARKS)**

1. Explain the functions of an entrepreneur in a wildlife business venture. (6 marks)
2. Explain briefly the three main objectives of a wildlife enterprise. (6 marks)
3. Outline six reasons making partnership business thrive over other forms of business models. (6 marks)
4. Highlight four characteristics of wildlife resources to be considered before utilizing the resource. (4 marks)
5. Explain the difference between hunting and poaching. (2 marks)
6. Describe the contents of a Business Market Plan. (6 marks)

**SECTION B (40 MARKS)**

7. Discuss the factors influencing the rapid growth and success of community conservancies as a conservation enterprise in Kenya. (20 marks)

8. Using relevant examples, discuss the threats and challenges facing private conservancies industry in Kenya. (20 marks)
9. (a) Discuss using relevant examples, the factors promoting the escalation of unsustainable hunting in developing countries. (12 marks)
- (b) Explain the strategies to be adopted at the international level to manage bush meat and bush meat trade. (8 marks)
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