

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

FOURTH YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS IN MEDIA AND COMMUNICATION

BBAM 401: ENTREPRENEURSHIP

STREAMS: BBAM/BCOM Y4S2

TIME: 2 HOURS

DAY/DATE: TUESDAY 17/04/2018

11.30 A.M – 1.30 P.M

INSTRUCTION:

- **Answer question one and any other two questions**

HANNAH'S BREASTFEEDING PILLOW – CASE STUDY

IN 2008 while visiting a new mother Hannah discovered a breastfeeding pillow that aids a mother to feed her baby with ease and comfort . At that particular time the breastfeeding pillow was imported from the united kingdom reserved for the well to do and well travelled mothers. Hannah immediately saw an opportunity and after months of research she manufactured her first breastfeeding pillow locally towards the end of 2009.

Hannah did not simply reproduce a pillow like the one she had seen with her friend but used a prototype which she ripped apart and studying it to understand how to make her different. She settled on a simple solution by making a rewashable cover for the pillow and using hollow fibre as opposed to foam chip. Despite the obvious benefit for her product Hannah's first stumbling block was marketing a new unknown product. It was difficult convincing people of the need of the product and felt like giving up. During the first six months she sold about 50 pieces of the breast feeding pillow, despite statistics showing that there are at least 5000 births in Kenya on any given day.

Hannah came up with a new strategy of penetrating the market rather than giving up. She partnered with likeminded people such as hospitals as they were in a better position to educate new mothers. A mother with a new born baby wears the U-shaped breastfeeding pillow around her waist as she feeds her baby. The use of the pillow eases the strain on a mother's back while at the same time enabling the child to learn how to sit and relax at an

early age. The pillow also comes particularly handy for mothers who have undergone a caesarean birth.

Hannah has carved out a niche for herself in the very lucrative baby industry targeting expectant and new mothers . The business has since then grown tremendously with the problem now being how to expand, manage growth and deal with competition.

Required :

- (a) Describe Hannah's entrepreneurial characteristics as exhibited in the case. [8marks]
 - (b) Explain how Hannah recognized the opportunity and describe three factors she may have used in the opportunity evaluation. [10marks]
 - (c) Explain how Hannah used innovation to start and grow her business. [4marks]
 - (d) What steps would you recommend that she takes to protect her business from the onslaught of competition and manage growth. [8marks]
2. (a) Robert who has been working for reputable media house had always wanted to resign and become an entrepreneur but has been reluctant since a friend of his told him entrepreneurs are born not made. Robert does not know what to make of this statement. In reference to the entrepreneur myth, explain to Robert this myth and give your opinion. [10marks]
- (b) Describe the Schumpeterian concept of entrepreneurs and entrepreneurship and state four dimensions of this concept. [10marks]
3. (a) Discuss the activities involved in the entrepreneurial development process. [12marks]
- (b) Distinguish between a social entrepreneur and an intrapreneur. [8marks]
4. (a) Discuss the tasks of entrepreneurs in their business and distinguish with those of managers. [10marks]
- (b) Discuss the internal and external motivating factors that can be stimulate the growth of entrepreneurship and small business ownership in the country. [10marks]
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