



(University of Choice)

MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY (MMUST)

UNIVERSITY SPECIAL/SUPPLEMENTARY EXAMINATIONS

2018/2019 ACADEMIC YEAR

THIRD YEAR, SECOND SEMESTER EXAMINATIONS

FOR THE DEGREE

OF

BACHELOR OF COMMERCE

COURSE CODE: BCB 347

COURSE TITLE: CORPORATE ENTREPRENEURSHIP

DATE: WEDNESDAY, 25/9/2019 TIME: 3.00P.M. – 5.00P.M.

INSTRUCTIONS TO CANDIDATES

QUESTION ONE (1) IS COMPULSORY

ANSWER ANY TWO (2) OTHER QUESTIONS

TOTAL NUMBER OF QUESTIONS ANSWERED SHOULD BE THREE

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 3 Printed Pages. Please Turn Over.

QUESTION ONE

A). "Corporate Entrepreneurship is the process whereby an individual or a group of individuals, in association with an existing business, creates a new business or instigates renewal or innovation within the organization".

Explain the challenges of adopting corporate entrepreneurship strategy to a successful blue chip company. (10 marks)

B). Corporate entrepreneurship influences performance - on the short-run the performance orientation of many managements of organizations has often been cited as a deterrent to innovation and change.

Elaborate other external variables to an organization that affect corporate entrepreneurship performance. (10 marks)

D). There is a proven Importance of using individual entrepreneurial ideas in an organization in contrast of institutionalization of entrepreneurial skills of individuals. Elaborate how individual entrepreneurship talent contributes to the corporate entrepreneurship strategy of an organization. (10 marks)

QUESTION TWO

2. A). Corporate entrepreneurship decisions can be broadly classified into three categories: strategic, tactical, and operational according to the time horizon of the decisions. Explain the main stages of adopting an entrepreneurship concept into a new organization(10 marks)

B). Corporate entrepreneurship is the process that can facilitate firms' efforts to innovate constantly and cope effectively with the competitive realities that companies encounter when competing in international markets.

Explain the main objectives of corporate entrepreneurship (10 marks)

QUESTION THREE

A). Corporate Entrepreneurship Strategy is a vision-directed, organization-wide reliance on entrepreneurial behavior that purposefully and continuously rejuvenates the organization and shapes the scope of its operations through the recognition and exploitation of entrepreneurial opportunity.

Explain the reasons of slow adoption of a corporate entrepreneurial strategy (10 marks)

B). Institutionalizing the process of embracing the goal of growth through development of innovative products, processes, and technologies with an emphasis on long-term prosperity.

Describe the requirements of developing technology for Corporate Entrepreneurship (10 marks)

QUESTION FOUR

4. A). Explain with necessary examples the levels Of Corporate Entrepreneurship (10 marks)

B). Culture is a balancing act between many elements of a company and requires careful execution at each level.

Describe the organizational cultural factors that affect the development of corporate entrepreneurship. (10 marks)

QUESTION FIVE

5. A). The entrepreneurial organization is a simple organizational form that typically includes one large operational unit, with one or a few individuals in top management.

An intrapreneur is someone within a company that takes risks in an effort to solve a given problem.

Describe how intrapreneurs change entrepreneurial organizations. (10 marks)

B). Decision-making in the entrepreneurial organization is generally more flexible.

The main structures for organizing a business enterprise are the entrepreneurial organization, the bureaucracy, professional organization, divisional organization and innovative organization, according to management theorist Henry Mintzberg.

Elaborate on the internal constraints of corporate entrepreneurship. (10 marks)

END

