



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

JANUARY - APRIL 2015 TRIMESTER

FACULTY OF ARTS AND SOCIAL SCIENCES

DEPARTMENT OF DEVELOPMENT STUDIES

MPM 511: ENTREPRENEURSHIP AND INNOVATION

Date: APRIL 2015

Duration: 3 Hours

INSTRUCTIONS: Answer ANY FOUR Questions

Q1. Read the extract titled "Alexander Amosu: I made £ 6 first day and grew from there" and answer the following questions.

Required:

- i What characterize Mr. Alexander Amosu as an entrepreneur? **(12 marks)**
- ii What lessons of entrepreneurship can you learn from the ease? **(13 marks)**

Q2. Based on the theory of entrepreneurship prepare a talk for project managers to inspire them into the world of entrepreneurship your talk should give relevant examples of entrepreneurship projects. **(25 marks)**

Q3. a) Compare and contrast commercial entrepreneurship and social entrepreneurship. **(13 marks)**

b) "All you need in entrepreneurship is money" Discuss. **(12 marks)**

Q4. a) Discuss the extent to which successful entrepreneurs are good marketers. **(13 marks)**

- b) Explain the managerial functions of an entrepreneurial project manager. **(12 marks)**
- Q5. a) With the help of relevant examples, explain the following types of entrepreneurship.
- i Corporate entrepreneurship. **(6 marks)**
 - ii Minority entrepreneurship. **(6 marks)**
 - iii Family entrepreneurship. **(6 marks)**
- b) Critically analyze Joseph Schumpeter's statement that "innovation and creativity are at the centre of entrepreneurship" **(7 marks)**

END