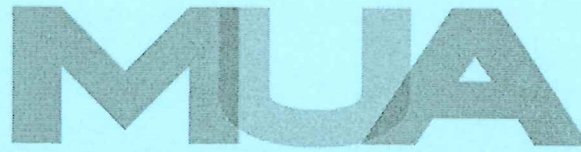


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UNDERGRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DEGREE OF BACHELOR OF ARTS IN DEVELOPMENT STUDIES/ BACHELOR  
OF COMMERCE AND BACHELOR OF MANAGEMENT AND LEADERSHIP

BML 204/BCM 312/ BDS 214: ENTREPRENEURSHIP

DATE: 27<sup>TH</sup> JULY 2022

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

**QUESTION ONE**

**Read the Case Study below carefully and, answer the questions that follow:**

**Social Entrepreneurship**

The nascent field of social entrepreneurship is growing rapidly and attracting increased attention from many sectors. The term itself shows up frequently in the media, is referenced by public officials, has become common on university campuses, and informs the strategy of several prominent social sector organizations, including Ashoka and the Schwab and Skoll Foundation foundations.

The reasons behind the popularity of social entrepreneurship are many. On the most basic level, there's something inherently interesting and appealing about entrepreneurs and the stories of why and how they do what they do. People are attracted to social entrepreneurs like last year's Nobel Peace Prize laureate Muhammad Yunus for many of the same reasons that they find business entrepreneurs like Steve Jobs so compelling – these extraordinary people come up with brilliant ideas and against all the odds succeed at creating new products and services that dramatically improve people's lives.

But interest in social entrepreneurship transcends the phenomenon of popularity and fascination with people. Social entrepreneurship signals the imperative to drive social change, and it is that potential payoff, with its lasting, transformational benefit to society, that sets the field and its practitioners apart. Although the potential benefits offered by social entrepreneurship are clear to many of those promoting and funding these activities, the actual definition of what social entrepreneurs do to produce this order of magnitude return is less clear. In fact, we would argue that the definition of social entrepreneurship today is anything but clear. As a result, social entrepreneurship has become so inclusive that it now has an immense tent into which all manner of socially beneficial activities fit.

In some respects this inclusiveness could be a good thing. If plenty of resources are pouring into the social sector, and if many causes that otherwise would not get sufficient funding now get support because they are regarded as social entrepreneurship, then it may be fine to have a loose definition. We are inclined to argue, however, that this is a flawed assumption and a precarious stance.

Social entrepreneurship is an appealing construct precisely because it holds such high promise. If that promise is not fulfilled because too many “nonentrepreneurial” efforts are included in the definition, then social entrepreneurship will fall into disrepute, and the kernel of true social entrepreneurship will be lost. Because of this danger, we believe that we need a much sharper definition of social entrepreneurship, one that enables us to determine the extent to which an activity is and is not “in the tent.” Our goal is not to make an invidious comparison between the contributions made by traditional social service organizations and the results of social entrepreneurship, but simply to highlight what differentiates them.

If we can achieve a rigorous definition, then those who support social entrepreneurship can focus their resources on building and strengthening a concrete and identifiable field. Absent that discipline, proponents of social entrepreneurship run the risk of giving the skeptics an ever-expanding target to shoot at, and the cynics even more reason to discount social innovation and those who drive it.

**Required:**

- A. Explore any five benefits of Social entrepreneurship to a country (5 marks)
- B. Explain any five reasons why the Kenyan government would take keen interest in diversity of entrepreneurship (8 marks)
- C. Suggest ways of enhancing social entrepreneurship by the government (12 marks)

**QUESTION TWO**

- A. Enumerate any six elements that make up a successful entrepreneur(6 marks)
- B. Discuss the three kinds of franchising type of business arrangements(9 marks)

**Question Three**

- A. Discuss the role of banks as a provider of business development services (BDS)  
(5 marks)
- B. Enumerate reasons for lack of continuity for family businesses after death of the family head (originator) (10 marks)

**QUESTION FOUR**

- A. Explain any five items discussed in chapter five of a manufacturing entrepreneur's business plan (8marks)
- B. Discuss the purpose of SWOT analyses to an entrepreneurial business (7 marks)

**QUESTION FIVE**

- A. Olo has just arrived from a two weeks' business seminar in Saudia where they were discussing strategies of selling their business products in Arabian countries. Discuss any five methods that Mutuku should use to inform his workers on these developments (10 marks)
- B. Explain the importance of networking to an entrepreneurial firm (5 marks)

**QUESTION SIX**

- A. Discuss any seven factors that have enhanced growth of entrepreneurship in Kenya in the last decade (7 marks)
- B. Explain the four business areas where innovation is required in a small enterprise (8 marks)



