PAN AFRICA CHRISTIAN UNIVERSITY

END OF SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION

SEPTEMBER -DECEMBER

CAMPUS: ROYSAMBU-EVENING (ON-LINE)

DEPARTMENT: BUSINESS STUDIES

COURSE CODE: ENT 604

COURSE TITLE: STRATEGIC ENTREPRENUERSHIP

EXAM DATE: DECEMCER 2022

TIME: 6.00PM- 9.00PM

INSTRUCTIONS

- Read all questions carefully before attempting.
- Answer question 1 and any other three questions.

SECTION A: Question One (Compulsory)

The importance of entrepreneurship in established organizations has grown significantly in the last decades and is highlighted in the special issue of Strategic Entrepreneurship Journal. Strategic entrepreneurship is distinct from small business management. It is a new concept, which fuses the notions of entrepreneurship and strategic management. The new concept may be thought of as a new way of thinking about entrepreneurship in established organizations and the view that there is a degree of entrepreneurial intensity in any organization. Even in the most bureaucratic and conservative organizations, there will always be a certain level of entrepreneurial intensity, although it may be difficult for an outsider to see the visible results of these activities and processes. Thus, the question most scholars seek to address is what constitutes strategic entrepreneurship. This new approach integrates both strategic management and entrepreneurship in the running of global enterprises.

(a) Explain **four** key functions of strategic managers that differentiate them from entrepreneurs citing relevant examples in the global market (4 marks)

b) Assess the benefits of the integrated approach of Strategy and Entrepreneurship to firm growth in the post Covid-19 global economic recovery plans (6 marks)

<u>SECTION B: Answer any three Questions</u>

<u>Question Two</u>

a) Managerial skills are a prerequisite for firm expansion. Explain **four** steps in entrepreneurial management citing relevant examples (4 marks)

b) Assess the role of knowledge management as a driver key of strategic entrepreneurship (6 marks)

Question Three

a) Explain the social capital aspect of entrepreneurship according to the Resource Based Theory (3 marks)

b) Innovation has become a do or die slogan in firm growth in this 21st century. Explain **seven** characteristics of innovative firms citing relevant examples. (7 marks)

Question Four

a) Entrepreneurial resources determine the growth and stability of an enterprise. Explain **three** characteristics of internal resources as sources of competitive advantage to a startup. (3 marks)

b) Asses the role of adequate resource management in corporate entrepreneurship (7 marks)

Question Five

a) Networking and partnering in business is gaining global popularity. Differentiate strategic alliances from partnerships citing relevant examples of each (4 marks)

b) Discuss the benefits of strategic alliances to entrepreneurial firms (6 marks)

Question Six

a) The international entrepreneur operates at a global scale. Describe **four** obstacles faced by international entrepreneurs citing relevant examples (4 marks)

b) Explain the role of technology in promoting international entrepreneurship (6 marks)

THE END