PAN AFRICA CHRISTIAN UNIVERSITY

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

MAY-AUGUST

CAMPUS: ROYSAMBU-EVENING (ON –LINE)

DEPARTMENT: BUSINESS STUDIES

COURSE CODE: ENT 604

COURSE TITLE: STRATEGIC ENTREPRENUERSHIP

EXAM DATE: AUGUST 2021

TIME: 5.30PM- 8.30PM

INSTRUCTIONS

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

SECTION A: Question One (Compulsory)

Strategic entrepreneurship is the integration of entrepreneurial and strategic perspectives to design and implement entrepreneurial strategies that create wealth. Thus, strategic entrepreneurship is entrepreneurial action that is taken with a strategic perspective. Integrating entrepreneurial and strategic actions is necessary for firms to create maximum wealth. Entrepreneurial and strategic actions are complementary, not interchangeable. Entrepreneurial action is designed to identify and pursue entrepreneurial opportunities. Thus, it is valuable in dynamic and uncertain environments such as the new competitive landscape of the 21st century because entrepreneurial opportunities arise from uncertainty. Entrepreneurial action using a strategic perspective is helpful to identify the most appropriate opportunities to exploit and then facilitate the exploitation to establish competitive advantages that are sustainable for a reasonable period of time.

a) Differentiate between Strategic Management from Entrepreneurship citing relevant examples (4 marks)

b) Assess the benefits of the Strategic Entrepreneurship to firm performance in the 21st century. (6 marks)

SECTION B: Answer any three Questions

Question Two

a) Briefly explain four types of entrepreneurship citing relevant examples (4 marks)

b) Discuss the importance of knowledge management as a key aspect of strategic entrepreneurship (6 marks)

Question Three

a) Describe three types of resources according to the resource based theory of entrepreneurship (3 marks)

b) Explain seven characteristics of firms that have adopted innovation as a strategy of attaining competitive advantage (7 marks)

Question Four

a) Briefly explain four intangible resources that entrepreneurs have to consider in any business enterprise startup (4 marks)

b) Assess the role of adequate resource management in corporate entrepreneurship (6 marks)

Question Five

a) Briefly explain the four models of corporate entrepreneurship in relation to ownership and resource allocation (4 marks)

b) Describe the process of implementation of corporate entrepreneurship strategy (6 marks)

Question Six

a) Describe four characteristics of international entrepreneurship citing relevant examples (4 marks)

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

THE END