



**REFORMED CHURCH UNIVERSITY**

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**FACULTY OF COMMERCE**

**MASTER OF COMMERCE DEGREE IN BUSINESS  
ADMINISTRATION**

**ENTERPRENEURSHIP**

**MBA 201**

**PART 2 SEMESTER 1 EXAMINATION**

**TOTAL MARKS [100]**

**DATE: OCTOBER 2024**

**Time: 3 Hours**

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**INSTRUCTIONS**

1. This paper has *six (6)* questions
2. Answer question *one (1)* and *any* other *three (3)*
3. Each question carries *25 marks*
4. Start each question on a new page

1. Discuss how entrepreneurs may identify and navigate competitive landscapes in their industries. (25 Marks)
2. (a) Explain the essential qualities of a business opportunity (10 Marks)  
(b) Evaluate any five functions of an entrepreneur (15 Marks)
3. Explain the following economic theories of entrepreneurship:
  - a) Economic theory of entrepreneurship (8 Marks)
  - b) Schumpeter's Innovation Theory (7 Marks)
  - (c) The three approaches to opportunity identification (10 Marks)
4. Citing relevant examples, explain the six Cs that motivate entrepreneurs. (25 Marks)
5. (a) Explain any three types of innovation (10 Marks)  
(b) Assess the stages of creativity in detail (15 Marks)
6. (a) Examine any 5 roles of entrepreneurship in society. (25 Marks)

**END OF PAPER**