

KIBABII UNIVERSITY

180



UNIVERSITY EXAMINATIONS 2020/2021 ACADEMIC YEAR FOURTH YEAR SECOND SEMESTER

MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BCE 456E

COURSE TITLE: CORPORATE ENTREPRENEURSHIP

DATE: 15/10/2021

TIME: 9.00 – 11.00AM

INSTRUCTION TO CANDIDATES

- 1) The paper contains **FIVE** questions
- 2) Attempt **THREE** questions
- 3) Question **ONE** is Compulsory

TIME: 2 Hours

KIBU observes ZERO tolerance to examination cheating

QUESTION ONE (30 MARKS)

- a) In today's rapidly changing economic environment innovation becomes a necessity, not only through new product or service development, but also through finding new business models. Studies show that companies who prioritized innovation are also those with the highest increase in turnover. Some 79% of companies that introduced at least one innovation since 2011 experienced an increase in their turnover by more than 25% by 2014 (European Commission, 2015). Discuss at least five factors that may foster innovation in corporate environment. 10 MKS
- b) Competitive advantage is not just a function of how well a company plays by the existing rules of the game. It also depends on the company's capability to break those rules (Govindarajan & Gupta, 2001). Explain the statement (5MKS)
- c) Ambidexterity is required within the innovation process, not only on the organizational level but also for each individual person involved in an innovation process.
- i) Discuss five conditions must be present for organizational ambidexterity to be successful (10MKS)
- ii) Briefly explain what it means to be ambidextrous. (5MKS)

QUESTION TWO (20 MARKS)

Established companies can apply corporate entrepreneurship in its various dimensions.

- i) With examples, discuss the five common forms of corporate entrepreneurship (10 MKS)
- ii) Highlight the benefit of each form of entrepreneurship to the organization (10MKS)

QUESTION THREE (20 MARKS)

- i) Innovation management system facilitates exploitation of opportunities leading to increased productivity of entrepreneurial companies. Discuss the steps to consider when introducing innovation management system in a corporate organization. (10 MKS)

3) Innovation management is a living process undertaken by proactive corporate organizations. Explain at least five component emphasized by an innovation management plan. (10 MKS)

QUESTION FOUR (20 MARKS)

- i) Corporate entrepreneurships thrive in companies which embrace teamwork. Suggest strategies for building team synergy. (10 MKS)
- ii) Outline the role of teams in corporate organizations. (10 MKS)

QUESTION FIVE (20 MARKS)

Kenya's Big 4 agenda has helped to refocus the resources of individuals and corporate organizations towards social economic well being of Kenyans.

- i) Discuss the Kenya's Big 4 agenda. (10 MKS)
- ii) Explain the role of corporate entrepreneurship in the fulfilment of Kenya's Big 4 agenda. (10 MKS)

- ALL THE BEST-