



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2015/2016**

**FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR THE  
DEGREE OF MASTER OF SCIENCE IN ENTREPRENEURSHIP**

**(CITY CAMPUS-EVENING)**

**MBE 817: ISSUES IN ENTREPRENEURSHIP**

Date: 1<sup>st</sup> December, 2015

Time: 2.00 - 5.00 pm

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**INSTRUCTIONS:**

- Answer ANY FOUR questions.
- All questions carry equal marks.

### QUESTION ONE

- a) Describe five effects of Information Technology on Society in the new Century (5 marks)
- b) Differentiate the term creativity and innovation and illustrate the three elements of creativity (10 marks)

### QUESTION TWO

- a) Explain the concept of E- entrepreneurship and discuss **four** benefits of E- entrepreneurship to the entrepreneur (10 marks)
- b) Discuss five factors that may determine whether an individual becomes innovative or not (5 marks)

### QUESTION THREE

- a) An entrepreneur needs advice and counsel throughout the establishment of the new venture. This means that entrepreneurial activity is embedded in networks of interpersonal relationships. Describe five sources of entrepreneurial support network relationships available for the entrepreneur in Kenya (10 marks)
- b) Explain five challenges facing the entrepreneur in Information Technology uptake in the global arena (5 marks)

### QUESTION FOUR

- a) Explain the concept of ecopreneurship and with the help of five examples, explain the need for ecopreneurship in the world today (10 marks)
- b) Discuss five policies you would advance to support an enabling environment for E- entrepreneurship (5 marks)

### **QUESTION FIVE**

- a) Discuss Challenges Facing E-Entrepreneurship in Africa (10 marks)
- b) The objectives of entrepreneurship education in Kenya today (5 marks)

### **QUESTION SIX**

- a) Explain the concept of social entrepreneurship and discuss the role of the social entrepreneur in the society (10 marks)
- b) Explain the following concepts as used in entrepreneurship (5 marks)
  - I. Clustering
  - II. Green Entrepreneurship
  - III. E-commerce