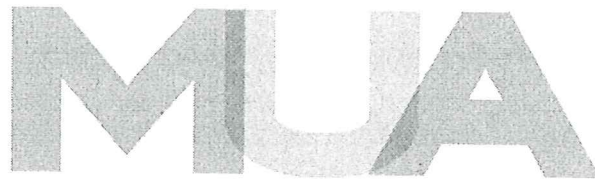


The
Management
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POSTGRADUATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DEGREE OF DOCTOR OF PHILOSOPHY IN MANAGEMENT AND
LEADERSHIP

DBE 904: ADVANCED ENTREPRENEURSHIP AND INNOVATION

DATE: 8TH AUGUST 2024

DURATION: 3 HOURS

MAXIMUM MARKS: 50

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains Four **(4)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **TWO** questions.
6. Question **ONE** carries **30 MARKS** and the rest carry **10 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

is part of the quotidian. While Psychology discusses the non-dissociable cognitive and affective aspects, we found no research into entrepreneurship that included both.

Personal values are important factors when it comes to understanding the affective and cognitive aspects and the competencies (Elizur, Borg, Hunt, & Beck, 1991). They are strongly influenced by family, education and religion, as normative standards utilized by a person to judge and select between alternative behavior models. These values are also considered the objectives in a desirable transitory situation, at different levels of importance that serve as a guide in each person's life. Schwartz (1994) and Schwartz and Sagiv (1995) state that values are also criteria that contribute to the evaluation of a person's actions. Rokeach (1973) confirms through his studies that values have different levels of importance and vary from person to person. Despite being less numerous than attitudes and beliefs, they are more abstract and constant over time. If, on the one hand, these values contain affective components that stimulate a person's reaction to defend them, on the other hand, when integrated with the cognitive aspects, they are stronger and determine personal attitudes and behaviors. Due to this, our framework has incorporated the values in the affective and cognitive aspects in order to understand the entrepreneurial process dynamics.

Required:

- A. Assess any five leadership characteristics that shape the behaviour of an entrepreneur as per the case study **(10 marks)**

- B. Studies in different areas of the human and social sciences have contributed to enhancing the understanding of entrepreneurial behaviour and the phenomenon of entrepreneurship. Provide a broad classification of entrepreneurship theories, and evaluate any three proponents of entrepreneurship, outlining the contributions that each brought into the knowledge on entrepreneurship **(10 marks)**

- C. For an entrepreneur to realize his goals, he has to interact with various institutions popularly known as the entrepreneurship ecosystem. Discuss any five of the entrepreneurship ecosystem operating in Kenya **(10 marks)**

QUESTION TWO

Explain the steps that a Chief Executive Officer (CEO) of an organisation would take towards enhancing intrapreneurship in the organisation **(10 marks)**

QUESTION THREE

Describe the concept of venture capital with specific reference to the entrepreneur. Give the methodology to get venture capital from venture capital providing firms. **(10 marks)**

QUESTION FOUR

Differentiate a business plan from a strategic plan and discuss reasons why plans fail **(10 marks)**

