



**MURANG'A UNIVERSITY OF TECHNOLOGY**  
**SCHOOL OF BUSINESS AND ECONOMICS**  
**DEPARTMENT OF HUMAN RESOURCE MANAGEMENT**

UNIVERSITY SPECIAL/RESIT EXAMINATION  
2023/2024 ACADEMIC YEAR

**THIRD YEAR FIRST SEMESTER EXAMINATION FOR BACHALOR**  
**OF SCIENCE IN ENTREPRENEURSHIP AND ENTERPRISE**  
**MANAGEMENT**

**BHE 301: GLOBALIZATION IN SMALL ENTREPRISES**

**DURATION: 2 HOURS**

**INSTRUCTIONS TO CANDIDATES:**

1. Answer question one and any other two questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

## **SECTION A – ANSWER ALL QUESTIONS IN THIS SECTION**

### **QUESTION ONE (30 MARKS)**

- a) Define the following term in Globalization of an enterprise (6 marks)
- i. Knowledge economy
  - ii. Liberalization
  - iii. Globalization
- b) Outline five forces of globalization. (5marks)
- c) Highlight four challenges of technology in globalization. (4marks)
- d) Explain five components of globalization. (5marks)
- e) Outline five negative effects of globalization. (5marks)
- f) Outline five objectives of COMESA. (5marks)

## **SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION**

### **QUESTION TWO (20 MARKS)**

- a) As an entrepreneur, explain factors to be considered before going global. (10marks)
- b) Discuss five advantages of liberalization. (10marks)

### **QUESTION THREE (20 MARKS)**

- a) Discuss challenges of operating a digital world. (10 marks)
- b) Explain five characteristics of capitalism. (10 marks)

### **QUESTION FOUR (20 MARKS)**

- a) According to Friedman, Globalization has taken 3 phases. Discuss. (10 marks)
- b) Discuss the ‘Golden age’ of capitalism and its demise. (10 marks)