**Entrepreneurship and Venture Capital Management**

**September 2024 Examination**

**1. Imagine you are the CEO of a traditional retail company facing stiff competition from e- commerce giants. How can innovation play a role in revitalizing your business and staying competitive? (10 Marks)**

**Ans 1.**

**Introduction**

In the rapidly evolving retail landscape, traditional brick-and-mortar stores face significant challenges from e-commerce giants like Amazon and Alibaba. These online platforms offer convenience, competitive pricing, and a wide range of products, making it difficult for traditional retailers to compete. As a CEO of a traditional retail company, it is crucial to recognize that innovation is not just a buzzword but a necessary strategy for survival and growth. Innovation can revitalize a business by introducing new products, enhancing customer experiences, streamlining operations, and adopting new technologies. This essay explores how innovation can help traditional retail businesses stay competitive in the digital age by leveraging various

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**2. Your startup is looking to expand globally. How can you identify a venture capitalist with a global network and experience in international markets to support your growth aspirations? (10 Marks)**

**Ans 2.**

**Introduction**

Expanding a startup globally is a significant milestone that requires substantial resources, expertise, and a strategic approach. One of the critical elements in this process is securing the right venture capital (VC) partner who not only provides financial backing but also brings valuable experience and a robust global network. A venture capitalist with a global perspective can offer insights into international markets, help navigate regulatory landscapes, and connect with potential partners and customers. This essay outlines the steps to identify a venture capitalist with global networks

**3. You are a social entrepreneur working on improving access to clean water and sanitation in developing countries.**

**a. How can you collaborate with NGOs to create sustainable infrastructure and behavior change initiatives? (5 Marks)**

**Ans 3a.**

**Introduction**

Improving access to clean water and sanitation in developing countries is a critical challenge that requires a multi-faceted approach. As a social entrepreneur, collaborating with Non-Governmental Organizations (NGOs) can be instrumental in creating sustainable infrastructure and promoting behavior change. NGOs often have deep local insights, established networks, and expertise in community engagement, making them ideal partners in such initiatives.

**Concept and Application**

**Leveraging Local Expertise and**

**b. Explain the pros and cons of the appropriate model of social entrepreneurship.**

**Ans 3b.**

**Introduction**

The hybrid model of social entrepreneurship blends elements of both non-profit and for-profit sectors, aiming to achieve social impact while ensuring financial sustainability. This model is increasingly popular among social enterprises as it allows for flexibility in funding and operations. However, like