INTERNATIONAL CENTER OF LEADERSHIP AND ENTREPRENEURSHIP DEVELOPMENT (ICLED) BUSINESS SCHOOL

Strategic Human Resource Management Examination

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Instruction:

- Answer 5 questions in all.
- Each question carries **20 marks**.
- Support your answers with relevant examples.
- Write clearly and organize your ideas properly.

1. Explain the meaning of opportunity identification and assessment and discuss how entrepreneurs can recognize viable business opportunities in a changing business environment.
2. Define business model innovation and examine how innovative business models can help organizations gain competitive advantage.
3. Describe the concept of design thinking and explain how creativity contributes to problem-solving and innovation in business.
4. Discuss the different sources of venture financing available to entrepreneurs and analyze their importance in business growth and expansion.
5. Explain the challenges entrepreneurs may face in scaling a business and suggest strategies for sustainable growth.
6. Evaluate the benefits of intrapreneurship to organizations and recommend ways managers can encourage entrepreneurial behaviour among employees.
7. In recent years, technology companies and startups have encouraged workers to think creatively and act like entrepreneurs within the organization. Evaluate the challenges that may limit intrapreneurship in organizations and suggest practical ways managers can encourage innovation among employees.

Marking Guide

Each answer should be graded based on:

- **Understanding of concept** – 5 marks
- **Depth of explanation** – 5 marks
- **Application/examples** – 5 marks
- **Clarity and organization** – 5 marks