



**MASINDE MULIRO UNIVERSITY OF SCIENCE AND
TECHNOLOGY**

**UNIVERSITY EXAMINATIONS
2021 / 2022 ACADEMIC YEAR**

**END OF SEMESTER EXAMINATIONS
YEAR TWO SEMESTER TWO EXAMINATIONS**

**FOR THE BACHELOR IN
INFORMATION TECHNOLOGY**

**COURSE CODE : BIK 221
COURSE TITLE : ENTREPRENEURSHIP AND
INNOVATION**

DATE: THURSDAY 28TH APRIL, 2022 TIME: 8:00- 10:00AM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTIONS ONE AND ANY OTHER TWO.

Question #1 [30 Marks]

- a) What is the importance of a SWOT analysis [2mks]
- b) Differentiate between creative and critical thinking as applied to entrepreneurship [2mks]
- c) Define the term intellectual property as entrepreneurship [2mks]
- d) According to you, the term innovation means what? [2mks]
- e) State three forms of innovation [3mks]
- f) Explain any four key elements to Rogers definition of diffusion [8mks]
- g) What are the four forces responsible for change [2mks]
- h) Discuss any two effects of cultural background of a community in a business [4mks]
- i) Define and explain why succession planning is important [3mks]
- j) Define Social Entrepreneurship [2mks]

Question #2 [20 Marks]

- a) Discuss any four qualities of an a good entrepreneurs [4mks]
- b) Discuss any three roles of an entrepreneur [6mks]
- c) Explain any three elements of innovation [6mks]
- d) Differentiate Breakthrough Innovation and Technological Innovation [4mks]

Question #3[20 Marks]

- a) Discuss the four creative profile that can help one achieve goals [8mks]
- b) Define critical thinking [2mks]
- c) Theories of creativity have focused on a variety of aspect.
 - i) What is the meaning of 4ps? [2mks]
 - ii) Explain the 4ps [8mks]

Question #4[20 Marks]

- a) Discuss the six steps of developing a business and explain various IT solution that can help in management of each step [12mks]
- b) Discuss the two types of intellectual property as applied to entrepreneurship [4mks]
- c) Discuss any two limitation of rights [4mks]

Question #5[20 Marks]

- a) Discuss the five stages that lead to opportunity identification recognition [10mks]
- b) What are the factors that influence Business opportunity identification [2mks]
- c) Discuss three resource constraints facing entrepreneurs [6mks]
- d) Define incubation stage in a business development life cycle [2mks]