



**MASINDE MULIRO UNIVERSITY OF SCIENCE AND  
TECHNOLOGY**

**UNIVERSITY EXAMINATIONS  
2021/2022 ACADEMIC YEAR**

**SPECIAL/SUPLLEMENTARY EXAMINATIONS  
YEAR TWO SEMESTER TWO EXAMINATIONS**

**FOR THE BACHELOR IN  
INFORMATION KNOWLEDGE MANAGEMENT**

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

**DATE: MONDAY 01-08-2022 TIME: 8:00A.M-10:00A.M**

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**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTIONS ONE AND ANY OTHER TWO.**

**Question #1 [30 Marks]**

- a) Define the following terms
- i. Creative thinking
  - ii. Critical Thinking
  - iii. Innovation
  - iv. Entrepreneurship
  - v. Intellectual property rights [10mks]
- b) SWORT analysis is used to make decision after analysing factors affecting business from within and outside. Discuss four importance of SWORT clearly stating what is used to analyses factors from within and from outside [6mks]
- c) Innovation can be placed into three forms. Discuss this forms siting an example for each case [6mks]
- d) What do you understand by the term diffusion as defined by Rodgers? Briefly explain with an example [4mks]
- e) Before one starts a business, cultural background of the owner as well as the business location is important. Explain why with the help of an example. [4mks]

**Question #2 [20 Marks]**

- a) Using an example of a real business idea, differentiate between creative and critical thinking as applied to entrepreneurship [6mks]
- b) In a business change happens because many reasons. Discuss the four forces that are responsible for change in a given business. [8mks]
- c) When starting a business, succession plan should be among the requirements. Define succession plan and give four reasons why this plan is important in a business life cycle [6mks]

**Question #3[20 Marks]**

- a) Critically analysis any four types of Entrepreneurship using an example of a business in MMUST [8mks]
- b) A business owner can decide to employ a person to run the business for them. This person should be a good entrepreneur if the business is to succeed. Explain any four characteristics that one should consider before employing an entrepreneur [8mks]
- c) Differentiate Breakthrough Innovation and Technological Innovation [4mks]

**Question #4[20 Marks]**

- a) Marketing is an import part in a business growth. A good marketing strategy should have 4 ps.
- i. Define the term 4ps and state their origin. [2mks]
  - ii. Explain the role of each p in the 4ps to a software selling company [8mks]
- b) Discuss the five stages that lead to opportunity identification recognition [10mks]

**Question #5[20 Marks]**

- a) Imagine you want to start an Internet supply business in your village that will buy bundles from Safaricom and sell the same. There are six steps that one should follow. Discuss the six steps of developing a business and explain various IT solutions that can help in the management of each step [12mks]
- b) A good business should be protected by an intellectual property right rule. Discuss any three types of intellectual property rights used in Kenya [6mks]
- c) Define incubation stage in a business development life cycle [2mks]