



**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

**UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
FOURTH YEAR SECOND SEMESTER EXAMINATIONS
FOR THE DEGREE
OF
BACHELOR OF SCIENCE INFORMATION SYSTEM &
KNOWLEDGE MANAGEMENT**

COURSE CODE: BIK 221

COURSE TITLE: ENTREPRENEURSHIP & INNOVATION

DATE: 12/04/2023

TIME: 12:00-2:00PM

INSTRUCTIONS TO CANDIDATES

Question ONE (1) is compulsory
Answer any other 2 questions

TIME: 2 Hours



MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 2 Printed Pages. Please Turn Over.

Question One

- a) Briefly describe the evolution of Entrepreneurship (6 marks)
- b) State and briefly explain the sources of ideas for business startups (8 marks)
- c) Explain why business enterprises are highly competitive today unlike in the past (6 marks)
- d) Many business Enterprises thrive in the first quarter of their existence and quickly disintegrate. Explain why this is the case (4 marks)
- e) How can you enhance creativity in an organization (6 marks)

Question Two

- a) Idea generation is the creative process or procedure that a company uses in order to figure out solutions to any number of difficult challenges, Discuss this statement in the context of Entrepreneurship (10 marks)
- b) The entrepreneur must have clear facts about the skills, knowledge and abilities of subordinates in order to be able to ascertain the type of team that best fits the types of goals he is seeking to achieve. Explain this statement in terms of team building (10 marks)

Question Three

- a) Strategic business plan is a step-by-step guide a business puts in writing to achieve its business goals and objectives. Describe the elements of a strategic plan for a business. (10 marks)
- b) Creativity is the mental and social process used to generate ideas, concepts and associations that lead to the exploitation of new ideas or to put it simply: innovation. Discuss (10 marks)

Question Four

- a) Establishing a creative environment takes more than just turning your employees loose and giving them free reign in the hope they'll hit on something valuable. Discuss (10 marks)
- b) Starting and growing your own business requires many skills to be successful. Take a look at the business personality types and find out what you need to succeed (10 marks)

Question Five

- a) Using relevant examples explain how technologies are reshaping the way business is done (10 marks)
- b) The modern organization faces a host of challenges when it comes to competing in the global economy, using specific examples explain how particular organizations can address these challenges. (10 marks)