



CEN304: INNOVATION AND ENTREPRENEURSHIP
ROYSAMBU CAMPUS-EVENING

Instructions

- i) This exam paper contains SIX questions containing 10 marks each.**
- ii) Answer Question 1 (COMPULSORY) and any other THREE questions**
- iii) Read each question carefully before attempting.**

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QUESTION 1

Governments across the world are accrediting online learning in universities and colleges in the wake of the COVID-19 pandemic. This is exposing your university to global competition. Giving an example in each case, explain five types of innovation that your university could explore to remain competitive.

(10 marks)

QUESTION 2

Edward De Bono came up with Six Thinking Hats that has become a useful tool for idea generation in organizations. You are the organizer and controller of the thinking process (the blue hat). Explain how your organization can apply the other five thinking hats to generate ideas for a new business model.

(10 marks)

QUESTION 3

You are the lead speaker of an online webinar on starting and sustaining a business. Your audience is a group of private school teachers who lost their jobs due to COVID-19 disruptions. Briefly discuss five entrepreneurial traits that you will focus on as part of your presentation.

(10 marks)

QUESTION 4

You have recently been hired to turnaround a loss-making retail chain. A quick assessment of the retail chain reveals that it lacks an innovation orientation. You intend to make radical changes in the way business is done in the company. Explain five aspects of the business you will change in order to reorganize it for innovation.

(10 marks)

QUESTION 5

You are the Chief Executive Officer of a pharmaceutical company that has innovated a drug for treating COVID-19. Although a report of the product testing stage shows that early adopters of the drug are getting cured, the drug has raised a lot of controversy and you are now wondering whether to commercialize it or not. Apply any two ethical philosophies of innovation to arrive at a decision.

(10 marks)

QUESTION 6

You have been invited to a popular television talk show where the topic of discussion is social innovation. Explain to your audience four beliefs that define the social innovator mindset:

(10 marks)