

Innovation and Entrepreneurship

PAN AFRICA CHRISTIAN UNIVERSITY

BUE3114/ CEN301: INNOVATION AND ENTREPRENEURSHIP EXAM

ONLINE

DATE:

TIME:

QUESTION 1 **(COMPULSORY)** **(10 MARKS)**

(a) AB Limited and BT Limited merged to form ABT Limited. Outline **THREE** reasons for such a move. **(3 Marks)**

(b) Discuss **THREE** features that constitute a successful innovation. **(3 Marks)**

(c) Describe the following types of Innovation:

(i) Incremental Innovation; **(2 Marks)**

(ii) Disruptive Innovation. **(2 Marks)**

QUESTION 2 **(10 MARKS)**

(a) Brian is researching for a business idea for a venture that he intends to start. Highlight **FIVE** characteristics that his business idea should consist of. **(5 Marks)**

(b) An entrepreneur should always be on the lookout for ways to be innovative. Briefly explain **FIVE** sources of innovation. **(5 Marks)**

QUESTION 3 **(10 MARKS)**

(a) Outline **FOUR** characteristics that are associated with attractive industries. **(4 Marks)**

(b) Discuss **THREE** factors that an organization needs to consider as part of its growth strategy. **(6 Marks)**

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QUESTION 4 **(10 MARKS)**

(a) Outline **THREE** ways in which organizations that embrace information technology can create an innovation culture. **(3 Marks)**

(b) Explain **THREE** factors that an entrepreneur should consider when evaluating a business opportunity. **(3 Marks)**

(c) Discuss **TWO** forms of feasibility analysis. **(4 Marks)**

QUESTION 5 **(10 MARKS)**

(a) James wants to set up a computer college. Outline **FOUR** factors that he should consider when looking for a location for his business. **(4 Marks)**

(b) Discuss, with a relevant example in each case, **THREE** roots of business opportunity. **(6 Marks)**

QUESTION 6 **(10 MARKS)**

(a) Outline **FOUR** elements in the process of Social Innovation. **(4 Marks)**

(b) Discuss **THREE** personal competencies of a successful entrepreneur. **(6 Marks)**

End of Exam