

PAN AFRICA CHRISTIAN UNIVERSITY
BUE3123 INNOVATION AND ENTREPRENEURSHIP
END OF TRIMESTER EXAMINATION

Special
Time allowed – 3 Hours

Instructions

Answer **question one** and **any other three** questions

Question one – Compulsory

- a) Define the term ‘innovative culture’ (1 mark)
- b) Explain four importance of innovative culture in an organization (4 marks)
- c) Identify five approaches used by leaders to nurture innovation in their organizations (5 marks)

Choose any three questions

Question two

- a) Explain what is meant by ‘understanding a company’s strategic direction’ when aligning innovation to growth strategy (2 marks)
- b) Discuss four ways to spot opportunities for innovation (8 marks)

Question three

Explain how each of the following factors contribute to the success of new product development in organizations.

- a) Top management support (2 marks)
- b) Market orientation (2 marks)
- c) Technology (2 marks)
- d) New product development speed (2 marks)
- e) New product development team (2 marks)

Question four

- a) Define the term ‘design thinking’ in innovation (1 mark)
- b) Discuss **any three** of the five stages in the design thinking process (9 marks)

Question five

Describe five innovations in the medical sector in Kenya which have made provision of medical services by hospitals more convenient and value adding to clients. (10 marks)

Question six

- a) Define the term ‘sustainable innovation’ (1 mark)
- b) Discuss three core features which set sustainable innovation apart (9 marks)