



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF LEADERSHIP, BUSINESS AND TECHNOLOGY

**END OF SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF COMMERCE**

BACHELORS OF BUSINESS LEADERSHIP

DECEMBER 2018 EXAMINATIONS

CAMPUS: ROYSAMBU

DEPARTMENT: BUSINESS

COURSE CODE: BUE3114 | CEN301

COURSE TITLE: Innovation & Entrepreneurship

Time: 1730HRS-2030 HRS

INSTRUCTIONS

- *Read all questions carefully before attempting.*
- *Write your student number on the answer sheet provided*
- **Answer Question One (40) Marks) And Any Other Four Questions.(15 Marks Each)**
- *Write clearly and legibly.*
- *ALL PAC University's examination rules and regulations apply*

QUESTION ONE: COMPULSORY

(a) Discuss the following concepts as applied to business.

- i. Invention (3 Marks)
- ii. Innovation (3 Marks)
- iii. Creativity (4 Marks)

(b) (i) Distinguish between component and system knowledge. (4 Marks)

(ii) Explain FIVE personal competencies for successful entrepreneurship. (5 Marks)

(c) Explain the following terms as used in business.

- (i) Entrepreneurship (4 marks)
- (ii) Intrapreneurship (4 marks)

(d) Explain the aim of design in technology. (3 Marks)

(e) There are FIVE levers available to managers as they manage for creativity and innovation in ways that keep clients, audiences, and partners satisfied. Briefly discuss these. (10 marks)

QUESTION TWO.

(a) Outline any FIVE components of an effective innovation system. (5 marks)

(b) Discuss FIVE reasons why a business needs to have continual innovation. (10 Marks)

QUESTION THREE

a) Explain why innovation would be important to your business. (6 Marks)

b) Discuss THREE popular approaches to fostering innovation through creativity. (9 Marks)

QUESTION FOUR.

(a) Explain TWO components of creativity. (5 marks)

(b) Msanii Mali wants to promote creativity and innovation in his work place; Propose to him FIVE ideas to achieving his goal. (10 Marks)

QUESTION FIVE.

(a) Define the term Task motivation. (2 Marks)

(b) Explain the term Organizational motivation. (3 Marks)

(c) Discuss FIVE innovation structures applied by businesses to sustain innovation. (10 Marks)

QUESTION SIX

a) Describe the TWO most important measures of Innovation. (6 Marks)

b) Discuss Innovation governance in business. (9 Marks)

