



# MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

THIRD YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (ELECTRICAL AND ELECTRONICS ENGINEERING)

ECU 302: INNOVATION AND ENTREPRENEURSHIP

DATE: 10/12/2019

TIME: 8.30-10.30 AM

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## INSTRUCTIONS:

Answer Question ONE and any other TWO Questions.

### QUESTION ONE (30 MARKS)

- Differentiate the terms entrepreneurship and innovation (4 marks)
- State and explain four ways of identifying business opportunities (8 marks)
- Identify the various sources of business ideas. (6 marks)
- Outline any TWO advantages of sole proprietorships over limited companies (4 marks)
- Entrepreneurial Competencies help an entrepreneur to successfully venture into an enterprise. These can be broadly classified under several categories. Explain why behavioral competencies are important for an entrepreneur. (8 marks)

### QUESTION TWO (20 MARKS)

- Explain the general practices an entrepreneur should adopt to acquire the skills of risk management. (5 marks)
- Outline FIVE standard problem-solving competencies required for an enterprise. (5 marks)
- Outline the crucial decision-making skills that a successful entrepreneur should have. (10 marks)

**QUESTION THREE (20 MARKS)**

- a) Discuss the cultural habits that promote entrepreneurial development. (10 marks)
- b) Explain FIVE internal factors that can motivate a person to become an entrepreneur (10 marks)

**QUESTION FOUR (20 MARKS)**

- a) What are entrepreneurial competencies? Name any three. (3 marks)
- b) Outline any SEVEN areas involving risk in creating and managing an enterprise. (7 marks)
- c) Outline FIVE emotional intelligence-related attributes that innovative people share. (10 marks)

**QUESTION FIVE (20 MARKS)**

- a) Discuss FIVE methods that an entrepreneur could adopt to protect her intellectual property rights. (10 marks)
- b) Examine the various sources of innovations. (10 marks)