



MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

THIRD YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN ELECTRICAL AND ELECTRONICS ENGINEERING

ECU 302: INNOVATION AND ENTREPRENEURSHIP

DATE: 16/8/2021

TIME: 8.30-10.30 AM

INSTRUCTIONS:

Answer question one and any other two questions.

QUESTION ONE (30 MARKS)

- a) Examine FOUR ways of identifying a business opportunity. (4 marks)
- b) Explain any TWO reasons why an entrepreneur would oppose innovation. (4 marks)
- c) Demonstrate how markets determine the success of an enterprise. (8 marks)
- d) Differentiate Innovator from Hustler types of entrepreneurs. (4 marks)
- e) Identify ANY THREE functions of the entrepreneur in a society. (6 marks)
- f) Outline any TWO ways of equity financing. (4 marks)

QUESTION TWO (20 MARKS)

- a) Analyse any Five entrepreneurial skills that are considered necessary to succeed as an entrepreneur in today's world. (10 marks)
- b) Broadly, there are four approaches to the study of entrepreneurship. Discuss the psychological approach from the point of view of David McClelland citing relevant examples. (10 marks)

QUESTION THREE (20 MARKS)

- a) Discuss the commonalities between creativity, innovation and entrepreneurship. (10 marks)
- b) Examine any FIVE sources of innovations. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Examine the problems of small business that enterprises should consider before starting up a business and how they can avoid them. (10 marks)
- b) Analyse how the following can be of value to small businesses that wants to raise capital.
 - i. Insurance companies
 - ii. Finance companies (10 marks)

QUESTION FIVE (20 MARKS)

- a) Analyse five methods that an entrepreneur could adopt to protect her intellectual property rights. (10 marks)
- b) Explain FIVE cultural values that would encourage the development of entrepreneurial practice. (10 marks)