
CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
ENTREPRENEURSHIP AND ENTERPRISE MANAGEMENT**

BEEM 322: TECHNOLOGY AND INNOVATION MANAGEMENT

STREAMS: BEEM Y3S1

TIME: 2 HOURS

DAY/DATE: FRIDAY 14/12/2018

11.30 A.M - 1.30 P.M.

INSTRUCTIONS

- Answer Question ONE and any other TWO Questions
- Do not write on the question paper

QUESTION ONE

CASE STUDY: STEVE JOBS CREATING LIFESTYLE

Apple Computers has always been underdog in an industry dominated by giants but its founder and Chief Executive Steve Jobs has managed to make what essentially a rather boring technical product a lifestyle of choice, for teen to technically geeks to business executives.

This has been achieved by not just including leading edge technology in its Macs, Powerbooks and ipods but by creating desirable products through design, innovative retail strategies and grassroots market appeal. Steve Jobs has been particularly effective in leveraging limited marketing budgets to gain maximum publicity, often through partnership such as those with Volkswagen and Pepsi.

In 2004, Apple took steps with introduction of the \$99 ipod shuffle and \$499 mac mini to extend its appeal to an audience that has not so far been able to afford its products. Apple's weakness as with many entrepreneur organizations, is closely linked to the personality of its entrepreneurial CEO. Job is passionate, often not politically correct and has always selected the best team of executives to make the best of Apples ideas.

Required:

- (a) (i) In reference to the above case and with your knowledge of entrepreneurship, explain how an entrepreneur with limited resources creates tangible and intangible benefits for customers. [10 Marks]
- (ii) How has innovation helped Apple computers performance in the market? [6 Marks]

BEEM 322

(iii) Identify and explain four reasons that are likely to cause failure in innovations. [4 Marks]

(b) Explain the importance of technology forecasting in a business. [10 Marks]

QUESTION TWO

(i) With the aid of a diagram, discuss the vicious circle of technology evolution. [12 Marks]

(ii) Describe what is involved in the first two phases of a creative process. [8 Marks]

QUESTION THREE

(a) Discuss the Schumpeterian view of entrepreneurs as a force of creative destruction and its dimensions. [10 Marks]

(b) With the aid of a diagram, describe the concepts of technological discontinuities. [10 Marks]

QUESTION FOUR

(a) As a small business consultant in Kenya, you have been asked to recommend some technology transfer for a food processing plant. Discuss some major features that you would consider for an appropriate technology. [10 Marks]

(b) Discuss the possible sources of innovative opportunities for entrepreneurs. [10 Marks]

.....