

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ENTREPRENEURSHIP

BEEM 322: TECHNOLOGY AND INNOVATION MANAGEMENT

STREAMS: BEEM/BENS Y3S1

TIME: 2 HOURS

DAY/DATE: FRIDAY 8/12/2017

11.30 A.M - 1.30 P.M.

INSTRUCTIONS:

- Answer Question ONE and any other TWO Questions

QUESTION ONE

- (a) Define innovation and discuss sources of innovative opportunities for an entrepreneur of a food manufacturing company operating in the Kenyan market. [10 Marks]
- (b) Discuss the features of an appropriate technology for a small and medium enterprise operating in the Kenyan market. [10 Marks]
- (c) Explain the benefits of innovation to a small and medium enterprise. [10 Marks]

QUESTION TWO

- (a) With illustrations and appropriate examples, discuss the concept of technological discontinuities. [10 Marks]
- (b) Distinguish between technological change and technological progress. [10 Marks]

QUESTION THREE

- (a) Discuss with an illustration the vicious circle of technology evolution. [12 Marks]
- (b) Describe technology push and market pull as the drivers of innovation. [8 Marks]

QUESTION FOUR

- (a) Whether the organization is larger or small, there are a number of practical challenges in generating innovative ideas and managing innovation. Discuss these challenges and suggest ways of overcoming such challenges. [12 Marks]
- (b) Distinguish between step change innovation and incremental innovation. [8 Marks]

.....