

CHUKA



UNIVERSITY

RESIT/ SPECIAL EXAMINATIONS

**EXAMINATION FOR THE AWARD OF
BACHELOR OF ENTREPRENEURSHIP MANAGEMENT**

BEEM 322: TECHNOLOGY AND INNOVATION MANAGEMENT

STREAMS:

TIME: 2 HOURS

DAY/DATE: THURSDAY 13/09/2018

11.30 AM – 1.30 PM

INSTRUCTIONS:

Answer any four Questions

Q1 (a) Define the following terms and show their relationship; creativity, innovation, invention and technology (15 marks)

(b) Joseph Schumpeter (1930) described entrepreneurs as a force of creative destruction. Explain this concept as described by Schumpeter (10 marks)

Q2 (a) Discuss the possible sources of innovative opportunities for entrepreneurs (15 marks)

(b) Describe the concept of Technological discontinuities (10 marks)

Q3 (a) Technology follows a life cycle similar to that of a product. With the aid of a diagram, discuss the technology life cycle highlighting the similarities and differences if any (15 marks)

(b) Explain the technology push and market pull as the drivers of innovation (10 marks)

Q4. Innovation is a key determinant to growth among organizations, small and big businesses. Discuss how organizations and businesses can achieve growth through innovation and highlight the benefits of innovation to the e customer (25 marks)

Q5 Discuss the challenges that face organizations or businesses in generating new products, services or processes and managing innovation (25 marks)
