



MACHAKOS UNIVERSITY
University Examinations for 2021/2022 Academic Year
SCHOOL OF BUSINESS AND ECONOMICS
DEPARTMENT OF BUSINESS ADMINISTRATION
THIRD YEAR SECOND SEMESTER EXAMINATION FOR
BACHELOR OF SCIENCE (CIVIL ENGINEERING)
BACHELOR OF SCIENCE (MECHANICAL ENGINEERING)
ECU302: INNOVATION & ENTREPRENEURSHIP

DATE:

TIME:

INSTRUCTIONS: Answer question **ONE** (*Compulsory*) and **any other two** questions

- i. The paper has five questions*
- ii. Question 1 is compulsory 30 marks.*
- iii. Answer any OTHER TWO questions each 20 marks*

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Differentiate between the following terms:
 - i. Entrepreneur and Entrapreneur (2 marks)
 - ii. Joint Venture and Limited Liability Company (LLC) (2 marks)
 - iii. Copyright and Trademark (2 marks)
 - iv. Innovation and Creativity (2 marks)
- b) Identify FIVE internal factors that may motivate a person to become an entrepreneur. (5 marks)
- c) Explain the role the government can play to resuscitate the declining state of enterprise development in the economy of your country. (5 marks)
- d) Understanding the culture of the people with whom you are dealing is important to successful business interactions and to accomplishing business objectives. Outline clearly, any FOUR factors you would put into consideration when doing business in a foreign culture. (4 marks)

- e) To be successful entrepreneurs, we need to be continually innovating and looking for opportunities to grow our startups. Explain FOUR ways you would use to find new opportunities to take your startup to new markets and growth levels. (8 marks)

QUESTION TWO (20 MARKS)

- a) Analyze the cultural habits that promote entrepreneurial development. (10 marks)
b) Describe the characteristics of a potential entrepreneur. (10 marks)

QUESTION THREE (20 MARKS)

- a) Examine the challenges posed by emerging trends in the business world. (10 marks)
b) Using relevant examples, analyze the FIVE steps in the innovation process. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Describe FIVE internal factors that may motivate a person to become an entrepreneur. (10 marks)
b) Examine any FIVE benefits that a business may accrue from corporate social responsibility. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Explain factors which may influence an entrepreneur in choosing a promotional method. (10 marks)
b) As a small business owner, state and justify any FIVE measures you would take to ensure prudent use of your finances. (10 marks)