The Management University of Africa

Sponsored by the Kenya Institute of Management

DIPLOMA UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DIPLOMA IN ENTREPRENEURSHIP MANAGEMENT

DES 102 : TECHNOLOGY AND INNOVATION IN ENTREPRENEURSHIP DEVELOPMENT

DATE: 7TH DECEMBER 2023

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **FOUR** questions.
6. Question **ONE** carries **30 MARKS** and the rest carry **10 MARKS** each.
7. **Write all your answers in the Examination answer booklet provided.**

QUESTION ONE

Read the case study below carefully and answer questions that follow:-

Kenya's Entrepreneurship Education

Kenya's entrepreneurship education strategy details the actions that needed to be taken by the government to embed entrepreneurship into the national schooling system. The strategy is part of a long-term drive to build an enterprise culture in Kenya that will give young people a better chance of realising their full potential and will give the economy of Kenya the skills, new ventures and entrepreneurs it needs for growth. As part of its action plan, the strategy contains a section entitled "What success will look like" which highlights how the programme will be measured. Obviously, the more important indicators cannot be measured in the early years of the programme but it demonstrates a political commitment to long-term planning and the future development of the country.

County governments lead on the delivery of the action plan, working in partnership with key players including the business community, Inspectorate of Education, Learning and Teaching Careers, TVETA and Kenya National qualifications Authority. Every local authority has an action plan setting out their approach to implementing the plan in a local context, and all have staff with responsibility for delivering enterprise in education. An annual reporting process ensures examples of good practice can be shared and support can be channelled appropriately. All local authorities have communications strategies which keep parents informed of how they can support their child's learning. The Kenya's government aims at improving technology among Small and Micro- Enterprises in order to spar economic growth from a bottom-up approach.

Required

a) Explain any five elements of the entrepreneurial Personality that should be developed in the learners in Kenya **(10 Marks)**

b) The Kenyan government aims at improving technology among Small and Micro-Enterprises. Evaluate the importance of Technology in Small Business **(10 Marks)**

c) Explain the factors that influence Entrepreneurship Development that Kenya must consider in this plan **(10 Marks)**

QUESTION 2

a) Evaluate the three main components of creativity **(6 Marks)**

b) Explain any four sources of business ideas in Entrepreneurship **(4 Marks)**

QUESTION 3

Write short notes on the following:

a) Creative Thinking **(5 Marks)**

b) Characteristics of Good Business Opportunities **(5 Marks)**

QUESTION 4

a) The Discuss reasons why technology is important in entrepreneurship **(6Marks)**

b) Examine Factors that discourage Innovation **(4 Marks)**

QUESTION 5

a) Discuss any five characteristics of innovations that help explain different rates of adoption **(5 Marks)**

b) Evaluate the reasons why reinvention occur **(5 Marks)**

QUESTION 6

a) Explain the mains levels of innovations **(4 Marks)**

b) Evaluate the methods of technology transfer process **(6 Marks)**