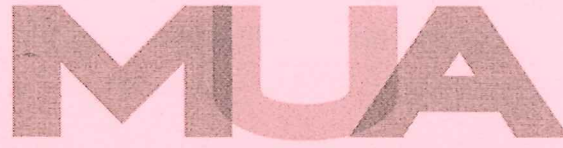


The
Management
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DIPLOMA UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DIPLOMA IN ENTREPRENEURSHIP

**DES 102: TECHNOLOGY AND INNOVATION IN ENTREPRENEURSHIP
DEVELOPMENT**

DATE: 5TH DECEMBER 2024

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 given below and answer the questions at the end of the case:

NEW INNOVATION

You are a sales person in an electronics company. At a recent trade exhibition, you met a supplier that was willing to supply your company with a product on an exclusive basis (i.e., available to your company only) that you could offer in your market-place. The product in question has already been successfully developed and tested and – as yet – is not being sold on the market. You know from speaking to your customers that there is demand for such a product and it would clearly plug a gap in your company's product portfolio, and give your company significant competitive advantage.

You approach the product management division in your company with your idea and, to your surprise, they are very unenthusiastic and reject your idea, stating "We always develop our own products in-house in this department – it would cost the company far too much to set up the processes to buy in a product from outside".

Required:

- a) Outline the possible range of reasons for the product management division's rejection of your idea and discuss what you would argue with them to persuade or otherwise ensure that your idea is adopted. (12 marks)
- b) With examples, suggest four ways in which the organization might encourage its people to generate new ideas and innovate, then briefly explain how such organizational encouragement results in a 'virtuous circle of innovation'. (8 marks)
- c) Outline the key components of the technical strand of an organization and briefly explain why adjustments to the technical strand alone in the above case would fail to bring about enduring change in the organization. (5 Marks)
- d) Discuss the key traits which will qualify one to be an entrepreneur. (5 Marks)

QUESTION TWO

- a) Evaluate the importance of Technology in Small Business

(10 Marks)

QUESTION THREE

- a) Discuss the main features of appropriate technology.

(5 Marks)

- b) Examine the difference between Technology transfer and knowledge transfer.

(5 Marks)

QUESTION FOUR

- a) Evaluate Small Business Technology Trends as being shaped by the current changes in the global business environment.

(4 Marks)

- b) Evaluate how the digital business pillar of technology and innovation provides opportunities for employment growth in Kenya.

(6 Marks)

QUESTION FIVE

- a) Discuss the steps for Building New Technical Capabilities in an organization.

(10 Marks)

QUESTION SIX

- a) Discuss why you think technology development require policy framework

(4 Marks)

- b) Examine the various roles of The National Science Council on Science and Technology (NCST) in Technology development in Kenya.

(6 Marks)

