



KENYATTA UNIVERSITY

EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE IN ENERGY TECHNOLOGY

TCU 303: ENTREPRENEURSHIP

1ST SEMESTER 2023/2024

TIME: 2 HOURS

INSTRUCTIONS:

- This paper contains FIVE Questions.
- Answer Question ONE and any other TWO Questions.

Question One

- a) Define the following terms:
- Entrepreneurship
 - Strategic innovation
 - Market power
- (3 marks)
- b) Enumerate FOUR ways to avoid pitfalls/difficulties of small businesses. (1 mark)
- c) Differentiate between invention and innovation. (2 marks)
- d) With the aid of a sketch diagram, describe the term technology insertion. (5 marks)
- e) With aid of a sketch diagram describe the factors that influence entrepreneurship. (6 marks)
- f) State NINE elements of a market plan. (9 marks)
- g) Outline FOUR elements of the diffusion of innovation. (4 marks)

Question Two

- a) Define the term business plan and enumerate its importance. (6 marks)
- b) Discuss the SEVEN dimensions of strategic innovation. (14 marks)

Question Three

- a) Outline FOUR main types of innovation. (4 marks)
- b) Describe FOUR generations of innovation (6 marks)

INVOLVEMENT IN ANY EXAMINATION IRREGULARITY SHALL LEAD TO DISCONTINUATION

- c) With an aid of a diagram, describe the diffusion process. (4 marks)
- d) With the aid of a diagram, describe the product life cycle. (6 marks)

Question Four

- a) Differentiate between
- i. Static and dynamic products. (2 marks)
 - ii. Market pull and technology push (2 marks)
- b) State SIX factors that determine the success of a product in a market place. (6 marks)
- c) With an aid of a diagram, explain the phases of an innovation-development process. (10 marks)

Question Five

- a) Describe FOUR best practices of innovation success (6 marks)
- b) Describe the structure of a sustainable business plan. (12 marks)
- c) List TWO factors that are important in developing a new technology oriented product. (2 marks)