



Riara School of Business
Nurturing business innovators

SEPTEMBER – DECEMBER TRIMESTER, 2023 EXAMINATIONS
DEGREE EXAM
DAY PROGRAMME
RFC 206 ENTREPRENEURSHIP AND INNOVATIONS

DATE: 5th DECEMBER, 2023

TIME: 2 HOURS

GENERAL INSTRUCTIONS:

- i. Students are **NOT** permitted to write on the examination paper during reading time.
- ii. This is a closed book examination. Text book/Reference books/notes are not permitted.

SPECIAL INSTRUCTIONS

1. Write your REGISTRATION NO. Clearly on the answer booklet(s).
2. Answer Question One and ANY other TWO questions.
3. Questions in all sections should be answered in answer booklet(s)
4. PLEASE start the answer to EACH question on a NEW PAGE.
5. For the questions, write the number of the question on the answer booklet(s) in the order you answered.
6. Write on both sides of each leaf and indicate number of each question at the top of each page.
7. Write the answers in a paragraph form unless stated otherwise.
8. Marks allocated to each question are shown at the end of the question.
9. All rough work must be done on the answer booklet and crossed through!
10. Use supplementary pages only when you have exhausted those in this book.
11. Fasten the supplementary pages to the inside back cover of this booklet

QUESTION ONE: COMPULSORY

- a) Expound on any **FIVE** type of Entrepreneurs. **(10 marks)**
- b) Explain **FIVE segmentation** bases that you would utilize to construct customer profiles before rolling out your innovation. **(10 marks)**
- c) Discuss any **FIVE** types of innovation processes or personalities. **(10marks)**

QUESTION TWO

- a) Analyse the long-term Profitability of an industry of your choice by utilizing Michael Porter's **FIVE** Forces model of Industry Analysis. **(10 marks)**
- b) According to Hirsch, Peters, and Shepherd (2022), the concept of entrepreneurship has evolved from a risk taker to one who innovates. Identify the **FIVE** phases and describe the characteristics in each. **(10 marks)**

QUESTION THREE

- a) Discuss **FIVE** ethical and emerging issues in Entrepreneurship and innovations and the mitigation the government of Kenya has put in place to counter these issues. **(10 marks)**
- b) Clarify **FIVE** methods of generating new business ideas. **(10marks)**

QUESTION FOUR

- a) "Diverse perspectives on the role of Incubators exist based on the domains." Clarify this statement in regard to Business Incubation Perspectives. **(10marks)**
- b) What is an entrepreneurial strategy? **(1mark)**
- c) Explain the concept of broad scope, narrow scope, and imitation as risk reduction strategies for new entry exploitation into the market. **(9marks)**