



Riara School of Business
Nurturing business innovators

**SEPTEMBER – DECEMBER 2023 TRIMESTER
EXAMINATION FOR DIPLOMA IN IR, CS, BBIT & JOURNALISM
DAY PROGRAMME
RFC 206: ENTREPRENEURSHIP AND INNOVATIONS
EXAM**

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 (30 Marks)

- a) Describe **FIVE** characteristics of a person with an entrepreneurial mindset. **(10 marks)**
- b) Clarify **FIVE** factors driving the growth of entrepreneurial culture in Kenya. **(10marks)**
- c) (Describe any **FIVE** sources your group utilized to generate a business idea this semester. **(10 marks)**)

QUESTION TWO

- a) Assess **FIVE** relationships between the Diploma you are studying and Entrepreneurship and Innovations **(10 marks)**
- b) Explain **FIVE** sources of finances available for promising young entrepreneurs in Kenya. **(10 marks)**

QUESTION THREE

- a) With suitable examples, explain the application of the following **FIVE** terms in Entrepreneurship and Innovations: **(10 marks)**
 - i) Diversity
 - ii) Equity
 - iii) Inclusivity
 - iv) Accountability
 - v) Integrity
- b) Assess the importance of diffusion of innovations theory to entrepreneurship based on the **FIVE** adopter categories. Cite examples of Kenyan products and services at each stage. **(10 marks)**

QUESTION FOUR

- a) Assess the concept of Internal (Micro) and External (Macro) Environmental Analysis **(2 marks)**
- b) As an Entrepreneurs Innovator explain how you would utilize the application of **SWOT** analysis **(8 marks)**
- c) Describe the **FIVE** pillars of the marketing management concept/philosophy and explain how entrepreneurs use the philosophy to scale up and sustain their businesses **(10 marks)**

