



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2015/2016

**FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR THE
DEGREE OF MASTER OF SCIENCE IN ENTREPRENEURSHIP**

(CITY CAMPUS)

**MBE 804: TECHNOLOGY, INNOVATION AND
ENTREPRENEURSHIP**

Date: 3rd December, 2015

Time: 2.00 - 5.00 pm

INSTRUCTIONS:

- Answer ANY FOUR questions.
- All questions carry equal marks.

QUESTION 1

- a. Explain the concept of innovation (5 marks)
- b. Discuss the benefits of innovation in entrepreneurship (10 marks)

QUESTION 2

E-Commerce is one of one of the trends of information technology in Business. Discuss this trend giving its advantages and disadvantages to businesses (15 marks)

QUESTION 3

- a. Discuss the role of Quality in productivity (10 marks)
- b. Explain the Quality Circles in SMEs (5 marks)

QUESTION 4

Using relevant examples, discuss the types of innovations under the following categories

- a. Focal Objectives of Innovation (10 marks)
- b. Innovation Impact (5 marks)

QUESTION 5

Explain the following concepts of technology

- a. Technology Transfer (5 marks)
- b. Technology Assimilation (5 marks)
- c. Technology Diffusion (5 marks)

QUESTION 6

Describe the classes of consumer adopters in application of technology
(15 marks)