

Gilbert Munge @2020

THE NELSON MANDELA AFRICAN INSTITUTION OF SCIENCE AND TECHNOLOGY



SEMESTER EXAMINATIONS

SEMESTER II

THE SCHOOL OF BUSINESS STUDIES AND HUMANITIES

BuSH 6008: Technological Innovation and Entrepreneurship Management

Tuesday, 8th December 2020, 09:00-12:00

1. Time: Maximum allowed time is **THREE** hours.
2. Mobile phones and any data storage device are not allowed into the examination room.
3. Observe all Examination Regulations.
4. SECTION A: Answer **All** Questions,
SECTION B: **Question 7** is **Compulsory** and choose any other **Two** Questions.

SECTION A

Question 1

What do you understand by the following terms?

- (a) Entrepreneurship **(4 marks)**
- (b) Disruptive Innovation **(4 marks)**
- (c) Value Chain **(4 marks)**
- (d) Knowledge Management **(4 marks)**
- (e) Budgeting **(4 marks)**

Question 2

Distinguish the following terms:

- (a) Personal financing from public financing **(5 marks)**
- (b) Transaction and transformative leadership **(5 marks)**
- (c) Start-up and spin-offs **(5 marks)**
- (d) Closed and Open Innovations **(5 marks)**

SECTION B

Question 3

- ✓ Entrepreneurship, innovation are key drivers for economic transformation. Critically analyze **(20 marks)**.

Question 4

Leadership is directly connected with motivational theories for enhancing organizational success

- (a) Analyze transaction and transformation leadership theories of motivation **(15 marks)**
- (b) In small emerging business what would be the most appropriate leadership style would you recommend **(5 marks)**

Question 5

Marketing planning is about setting marketing goals, choosing marketing strategies and development of various types of marketing plans. In most of organizations marketing planning is carried out differently in terms of the content of the plan, the sequence of plan development, the degree of formalization and organization of planning. Analyze the features and benefits of a new product in use of marketing planning knowledge. **(20 marks)**.

Question 6

With reference to any organization of your choice discuss critically the following:

- Why the change management is important? **(10 marks)**.
- What are the possible determinants? **(10 marks)**.

* Compulsory Question 7

Targeting and segmentation as marketing strategy provides us with some extremely powerful tools; but ultimately they are linked by the central issue of focusing on satisfying customer's needs and wants in ways that are superior to competitors. Use appropriate examples from **Pepsi Company** to evaluate how the industry have applied market segmentation and targeting. **(20 marks)**

Segmentation Criteria
Accessibility
Measurability
Actionability
Sustainability

Geographic
Demographic
Psychographic
Behavioral

Targeting - KYC
- Feedback from Customer