



**STRATHMORE INSTITUTE
DIPLOMA IN INTERNATIONAL RELATIONS
END OF SEMESTER EXAMINATION
DE 1103 - Innovation and technology in entrepreneurship**

DATE: 13th August 2019

Time: 2 Hours

Instructions

1. This examination consists of **FIVE** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.
3. Do not write on this question paper.

QUESTION ONE – COMPULSORY QUESTION

According to Daniel Burrus, the companies that have thrived over the long haul are those who are the most creative and innovative. These organisations don't copy what others do; instead, they may use innovative ideas from others as a springboard to come up with a unique application, product, or service for themselves. They tend to differentiate themselves from the competition. If they see another company copying what they do, they create something newer and better. In other words, they are able to leverage their creativity and their innovative capabilities to attain long-term success.

Required

1a) Giving relevant examples, discuss at least 6 reasons why creativity is important in business. **(8Marks)**

1b) Giving market relevant examples explain why Discovery, Innovation and Creation are three main pillars of Creativity and Innovation in a successful business. **(12Marks)**

1c) Discuss 5 Strategies you would use to increase creativity and innovation in the business you have identified throughout this course and that you intend to start. **(10Marks)**

QUESTION TWO

Identify the five Stages/phases of the Creative Process Model. Explain your understanding of each of the phase and how you would employ the same in a business setup. **(15Marks)**

QUESTION THREE

3(a) Strategies capable of producing innovation require resources and energy; it is therefore necessary to discuss in your business plan the organizational structures and practices you will put in place to encourage and support innovation. Amabile (1998) points to six general categories of effective management practices that create a learning culture within an organization: outline and briefly discuss at least five of the six general categories. **(5Marks)**

3(b) Using examples, explain the role of Strategic Management in fostering creativity in an organization. **(10Marks)**

QUESTION FOUR

Success comes from filtering those ideas, identifying those that the business will focus on and applying resources to exploit them. Required:

4(a) giving relevant examples discuss how introducing innovation can help your business: **(8Marks)**

4(b) Discuss the main risks facing the businesses that fail to innovate. **(7Marks)**

QUESTION FIVE

While coffee has been a source of livelihood for millions of farmers and a major source of foreign exchange earnings for many countries in the world, its fortunes have been continuously dwindling since the 1980s in a number of these countries, exposing farmers and whole economies to various shocks, stresses and vulnerabilities. These vulnerabilities have originated from global processes like the introduction of Structural Adjustment Programs (SAPs) as well as context specific challenges like mismanagement at the local units of production and marketing. In Kenya, coffee farmers have faced a complexity of challenges in production as well as marketing of the crop. The net effect has been the fall of coffee from the coveted position of lead export earner and the impoverishment of a large number of especially small scale farmers who are dependent on the crop as their source of livelihood. (Kimathi, Charity Njeri

2015)

Given the above scenario, the Kenya Coffee Marketing Board has hired you as a consultant to develop for them an “innovation as a practical application of creative ideas” that will help in the revival of coffee industry in Nyeri County, Central Kenya. Discuss the key innovation principles you will take into account in this assignment. **(15Marks)**