



Strathmore
UNIVERSITY

STRATHMORE INSTITUTE

DIPLOMA IN BUSINESS CREATION AND ENTREPRENEURSHIP
END OF SEMESTER EXAMINATION –AL JAMEA
UNIT CODE: DE1102
INNOVATION TECHNOLOGY AND ENTREPRENEURSHIP

DATE: Monday 5th 2022

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 the question paper.

Question One

Adam Nelson had trouble getting his kids to sleep, and he created Good Nite Lite a sleep training aide to help his four-year-old son form a sleep pattern. Adam Nelson happened to watch a doctor on TV suggesting that parents use a timer to shut off lights and help kids adjust to sleeping in a dark environment. Nelson approached a Software developer and both designed a product named Good Nite Lite to help toddlers know when it's time to sleep or not.

They tested the prototype with his son, and it worked. Nelson Manufactured the products in China and had a story of how the light works in parent magazine which led to immediate sale from his website.

- a) What inspired Nelson to develop Good Nite lite? **(2 Marks)**
- b) Explain four benefits of developing a prototype and testing with a few users before launching. **(8Marks)**
- c) Explain market channels that enabled Good Nite lite to get more customers. **(6Marks)**
- d) Discuss four factors that enhance individual creativity **(4 Marks)**
- e) Creativity is not a one trial but a process, outline five steps in creative process. **(10Marks)**

Question Two

Evans Wandoga created a solar lamp while studying engineering at university. The solar lamp provides lighting in rural areas that do not have electricity. The lamp is made up of solar panels and recycled metal and cost \$25. Household can enjoy light, and children can do their schoolwork in safe environment.

- a) State five benefits researching users before developing a new product? **(5Marks)**
- b) With reference to lean start up method, illustrate five key metrics useful in determining the value of the solar lamp **(10Marks)**.

Question Three

- a) What is meant by lean start up method of innovation? **(2Marks)**.
- b) List three benefits of developing minimum viable product (MVP) **(3 Marks)**
- c) Discuss five principles of lean start up method of innovation **(10 Marks)**

Question Four

- a) Using examples, illustrate three ways in which changing technology create innovation opportunities **(6Marks)**
- b) Outline five benefits of creating lean canvas for presenting proposed business ideas. **(5Marks)**
- c) List four creative thinking skills of and entrepreneurs **(4Marks)**

Question Five

Diffusion of innovation theory by Everett Rogers explains how innovation solutions are adopted by customers.

- a) Using examples, explain four factors that influence the adaptation of innovation. **(9Marks)**
- b) Discuss three benefits of testing products before launching **(6 Marks)**