



**ZCAS University**

**BBA 4232 INNOVATION AND ENTREPRENEURSHIP**

**MID SEMESTER TEST**

**WEDNESDAY, 25TH OCTOBER, 2023**

**16.30 TO 19.30 HOURS**

**TIME ALLOWED: THREE HOURS (plus 5 minutes to read through the paper)**

**INSTRUCTIONS:**

1. Section A: this question is compulsory and must be attempted.
2. Sections B: Answer Three (3) questions from this section.
3. This question paper carries a total of 100 marks.
4. Candidates must not turn this page until the invigilator tells them to do so.

**SECTION A (this question is compulsory and must be attempted)**

**Question 1**

**Case Study**

At a recent meeting with the general public in Mazabuka Constituency to discuss the Constituency Development Fund (CDF), the Minister of Local Government, Honourable Garry Nkombo, MP, as the Guest of Honour contended that one way in which Zambian entrepreneurs can survive in a very competitive business environment is by becoming more and more innovative in their dealings with various business stakeholders. The minister argued that in order for entrepreneurs to survive in a hostile and competitive environment, they should always seek to meet or exceed the expectations of their stakeholders like customers, suppliers, employees, financial institutions, Government and its Agencies and family and friends, among others. The minister emphasized that Zambian entrepreneurs ought to fully understand what entrepreneurship is in a perspective, in order for them (entrepreneurs) to strategically position themselves in the market place. The minister implored the members of his constituency to learn to consult widely and engage as many stakeholders as possible, including university students, in order to fully understand what is meant by entrepreneurship and small business development.

**Required:-**

(a) Discuss with examples, the five (5) fundamental steps that describe the Entrepreneurial Process. **(20 Marks)**

(b) Explain with examples any Five (5) sources of innovation in an organization.

**(20 Marks)**

**(Total 40 Marks)**

**SECTION B (Answer Three (3) questions from this section)**

**Question 2**

(a) One of the reasons associated with the high rate of failure among most small businesses is their inability to work in clusters or create strategic clusters. Discuss with examples, at least five (5) key advantages of clustering. **(10 Marks)**

(b) Entrepreneurship experts and researchers argue that there are many sources of business ideas, one of which is observing changes in social custom. Explain any five (5) areas in which changes in social custom may present business ideas. **(10 Marks)**

**(Total 20 Marks)**

**Question 3**

a) Explain the role that the new **Zambian Government** can play in applying **Michael Porter's Diamond Model** within the nation. **(10 Marks)**

b) Can you discuss some of the measures entrepreneurs must take in order to maintain **Human Resources competencies for innovation**, in their employees. **(10 Marks)**

**(Total 20 Marks)**

**Question 4**

With the aid of a very clear and elaborate example in the **Agriculture Sector**, discuss the impact of network structures in innovation. **(20 Marks)**

**Question 5**

In theory, there are several arguments presented about the **inputs and assets of an innovation environment**. One such input/asset of an innovative environment is **Human Resources**. Describe any five (5) key features that a country can put in place to address **Legal and Regulatory Environment** as an input/asset of the innovation environment.

**(20 Marks)**

**END OF TEST**