



TECHNICAL UNIVERSITY OF MOMBASA
School of Business

DEPARTMENT OF ACCOUNTING AND FINANCE

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF COMMERCE

BMS 4408: TECHNOLOGY AND INNOVATION

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: JUNE/JULY 2015

TIME: 2 HOURS

INSTRUCTIONS:

- Answer Question **ONE (Compulsory)** and any other **TWO** questions.
- Do not write on the question paper

This paper consists of Two printed pages

QUESTION 1 (Compulsory)

- a) Explain the term “**TECHNOLOGY**” as applied in the business world showing why it is critical to align it with any organization strategy. **(6 marks)**
- b) Briefly, outline the **THREE key goals** that must be achieved by New Development Team. **(6 marks)**
- c) Discuss briefly, the design for manufacturing as a tool for improving New Product Development Process. **(8 marks)**
- d) Distinguish between “**trademarks**” and “**patents**” showing the applicability of each. **(10 marks)**

QUESTION 2

- a) Explain what a “**trade secret**” and its **THREE Legal requirements**. (8 marks)
- b) Outline the term “**appropriability**” and the **TWO factors** that determine its usefulness. (6 marks)
- c) Training and Development are essential in developing an **innovative culture** in organizations. Expound on this statement. (6 marks)

QUESTION 3

- a) Compare and contrast the **Sequential Vs partly- Parallel Development Processes** in New product Development. (12 marks)
- b) Discuss any **SIX sources of innovation** which companies are exploiting currently. (8 marks)

QUESTION 4

One of the most effective tools for improving new Product Development is the **Stage-gate processes**. Discuss in details all the **key stages** of this process showing its effectiveness. (20 marks)

QUESTION 5

- a) Discuss the following **TWO techniques** of creativity showing their relevance:
- i) **Trial and error** (5 marks)
 - ii) **Brainstorming** (5 marks)
- b) Distinguish between the following types of innovation:
- i) **Radical Vs incremental** (6 marks)
 - ii) **Competence Enhancing Vs competence destroying**. (4 marks)