



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business and Social Studies

DEPARTMENT OF BUSINESS STUDIES

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF COMMERCE
(YIV, SII)

BMS 4408: TECHNOLOGY AND INNOVATION

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 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) Briefly explain the “**Management of technology**”. **(2 marks)**
- b) Highlight the **FOUR areas of importance** of Management of Technology showing how they are critical in creating a **competitive advantage** for a business enterprise. **(8 marks)**
- c) Outline the **SIX main stages of creativity** by showing what happens at each and every stage. **(12 marks)**
- d) **Explain the** concept of “**patents**”. **(2 marks)**
- e) Highlight the **THREE tests** an “**invention**” must pass before being patentable. **(6 marks)**

QUESTION 2

Discuss, with examples, the “contributions” made by **Peter Drucker** in the discipline of Innovation Management. **(20 marks)**

QUESTION 3

- a) Explain the **THREE objectives** that should be met by **New Product Development Team**. **(10 marks)**
- b) Compare and contrast the **SEQUENTIAL VS PARTLY PARALLEL DEVELOPMENT** process of new products development. **(10 marks)**

QUESTION 4

Compare and contrast the following types of innovations:

- a) **Product Vs Process Innovation**. **(5 marks)**
- b) **Radical Vs Incremental** **(5 marks)**
- c) **Competence Enhancing Vs Competence Destroying** **(5 marks)**
- d) **Architectural Vs Component**. **(5 marks)**

QUESTION 5

Explain the following concepts in regard to their contributions in building a culture of innovation in an organization

- a) **Leadership and stored vision** **(4 marks)**
- b) **Key individuals** **(4 marks)**
- c) **Learning organization** **(4 marks)**
- d) **Creative climate** **(4 marks)**
- e) **Appropriate organizational structure** **(4 marks)**