



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business and Social Studies

DEPARTMENT OF BUSINESS STUDIES

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF BUSINESS ADMINISTRATION
BACHELOR OF COMMERCE

BMS 4408: TECHNOLOGY AND INNOVATIONS

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: OCTOBER 2014

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) Define the term management of technology and show why its critical in creating a competitive advantage for a business enterprise. **(8 marks)**
- b) Explain the term appropriability and **TWO** factors that enhance it. **(6 marks)**
- c) Discuss the concept of patents showing the **THREE** tests an invention must pass before being patentable. **(8 marks)**
- d) Highlight the main stages of creativity, justify each one of them. **(8 marks)**

QUESTION 2

Discuss with examples the contribution 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 versus partly parallel development process of new products. **(10 marks)**

QUESTION 4

Compare and contrast the following types of innovation.

- 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 Innovation. **(5 marks)**

QUESTION 5

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

- a) Leadership and shared vision. **(4 marks)**
- b) Key individuals **(4 marks)**
- c) Learning organization. **(4 marks)**
- d) Creative climate **(4 marks)**
- e) Appropriate organization structures. **(4 marks)**