



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

BACHELOR OF COMMERCE

BMS 4408: TECHNOLOGY AND INNOVATION

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: December 2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE

- a) Peter Drucker, identified 7 sources of innovative opportunities. Explain (14 marks)
- b) Explain the possible development path taken by a new innovation. (10 marks)
- c) Discuss the fundamental characteristics of technology. (6 marks)

Question TWO

- a) Explain the differences between invention and innovation. (10 marks)
- b) Discuss the impact of technology on business. (10 marks)

Question THREE

- a) 'Companies that seek to survive in the 21st Century must continuously innovate'. Justify this statement.

(12 marks)

- b) Knowledge management is the collection of processes that govern the creation, dissemination and utilization of knowledge. Distinguish between, explicit and tacit knowledge.

(8 marks)

Question FOUR

- a) Explain the objectives of managing innovations.

(12 marks)

- b) Discuss the legal ways in which a firm can protect Intellectual Property.

(8 marks)

Question FIVE

- a) Using an illustration, discuss Everett Roger's theory of technology diffusion.

(12 marks)

- b) Business incubation model nurtures new innovations to survive in their early stages. Explain FOUR common services offered by business incubators.

(8 marks)