



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) Distinguish between the following terms:
- i) Technology and innovation
 - ii) Technology adoption and technology adaptation
- (8 marks)
- b) Kenyan banking industry has transformed tremendously over the last decade owing to technological innovations. Discuss FIVE banking services that have emerged as a result of this breakthrough.
- (10 marks)
- c) Safaricom Ltd is the leading communications company in the East African region. It has continuously developed new ideas, some of which are unprecedented. Explain SIX possible sources of such ideas.
- (12 marks)

Question TWO

1. a) Product diffusion is a case of innovation diffusion. Describe FIVE categories of product adopters.
- (10 marks)

- b) Technological advances affect the way organizations carry out their business. Explain FIVE roles of technology in such organizations.

(10 marks)

Question THREE

- a) Many universities in Kenya have embraced the concept of business incubation as a model of technology transfer. Explain the role played by these business incubators in supporting innovations.

(8 marks)

- b) To progress from an idea to a product or serve in the market involves a number of activities that are linked together to form a process. Describe the developmental stages of a new product.

(12 marks)

Question FOUR

- a) Protecting innovations helps a firm retain control over an innovation. Explain how individuals and organizations can legally protect innovations.

(8 marks)

- b) Explain SIX ways in which an organization can promote creativity and innovation.

(12 marks)

Question FIVE

- a) Distinguish between incremental and radical innovation.

(10 marks)

- b) Briefly explain the stages in the knowledge management life cycle.

(10 marks)