

TECHNICAL UNIVERSITY OF MOMBASA
School of Business
DEPARTMENT OF ACCOUNTING AND FINANCE
UNIVERSITY EXAMINATION 2015/2016

BACHELOR OF COMMERCE

BMS 4408: TECHNOLOGY AND INNOVATION

SERIES: APRIL 2016

TIME: 2 HOURS

INSTRUCTIONS:

Answer Question **ONE** (COMPULSORY) and any other **TWO**

1. a) Distinguish between the following terms:
 - i) Technology and Science
 - ii) Innovation and Invention
 - iii) Technology transfer and Technology

(12 marks)
- b) The Small and Medium Enterprises (SMEs) in Kenya are major beneficiaries of technology. Explain FIVE benefits of technology to SMEs.

(10 marks)
- c) Discuss FOUR facts that contribute to the low use of technology in Kenya.

(8 marks)
2. a) Discuss the barriers that have hindered technology transfer by Kenyan firms.

(10 marks)
- b) Successful businesses in the 21st Century must innovate. Explain FOUR reasons for innovations.

(10 marks)
3. a) Open innovation allows valuable ideas from inside or outside the company. Explain FIVE benefits derived from open innovation.

(10 marks)
- b)
 - i) Explain the term technology adaptation.

(2 marks)
 - ii) Discuss FOUR reasons why businesses adapt technology.

(8 marks)
4. a) Using a well labeled diagram illustrate Everette Rogers S-Curve pattern of technology diffusion.

(12 marks)

- b) Firms must decide whether and how to protect their technological innovations. Discuss FOUR ways in which a firm can legally protect its Intellectual Property.

(8 marks)

5. a) Kenyan institutions of Higher Education have embraced the concept of business incubation centres as a model of technology transfer. Explain FOUR roles played by these centres.

(8 marks)

- b) In relation to Knowledge Management, explain the following terms;

- i) Tacit Knowledge
- ii) Explicit Knowledge
- iii) Knowledge Assets
- iv) Knowledge Bridge
- v) Knowledge Workers
- vi) Knowledge Architect

(12 marks)