

The Co-operative University of Kenya
END OF SEMESTER EXAMINATIONS APRIL 2022
EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE
YEAR FOUR SEMESTER ONE EXAMINATIONS

BENT 4202/2402: TECHNOLOGY AND INNOVATION

DATE: APRIL, 2022

TIME: 2 HOURS

INSTRUCTIONS:

- Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE

- (a) Describe what technology management entails. (4 marks)
- (b) Innovation is a critical ingredient in technological development. Explain. (6 Marks)
- (c) Using an appropriate diagram, illustrate and describe the FIVE innovation adopter categories as you give the characteristics of each. (10 Marks)
- (d) Explain five ways through which an organization can foster a corporate innovative orientation. (10 Marks)

QUESTION TWO

You work as a consultant and your current assignment is to advise a large manufacturing firm whose products are facing obsolescence. Your initial audit of the company products highlights a failure to innovate over many years.

- a) Explain any five reasons why large organisations often struggle to innovate (10 Marks).
- b) You have been asked to prepare a presentation to the manufacturing company's senior management suggesting ways in which the company could become more innovative. Provide a report which explains any five points that you would cover in your presentation (10 Marks)

QUESTION THREE

- (a) Discuss the key constraints to technological development in Kenya. (10 Marks)
- (b) Compare and contrast technology life cycle with product life cycle. (10 Marks)

QUESTION FOUR

- (a) Giving relevant examples, describe THREE major types of innovation. (6 Marks)
- (b) Product development requires continuous technological innovation in business. Describe the new product development process. (14 Marks)

QUESTION FIVE

Write short notes on the following:

- (a) Technological innovation trends (5 Marks)
- (b) Disruptive technology. (5 Marks)
- (c) The creative process (5 Marks)
- (d) Diffusion of innovation. (5 Marks)