



# **The Co-operative University of Kenya**

**END OF SEMESTER EXAMINATION DECEMBER-2016**

**EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE**  
**(YR IV SEM I)**

**UNIT CODE: HBC 2408**

**UNIT TITLE: TECHNOLOGY AND INNOVATION**

**DATE: 6<sup>TH</sup> DECEMBER, 2016**

**TIME: 2:00 PM – 4:00 PM**

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## **INSTRUCTIONS:**

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

## **QUESTION ONE**

- (a) Explain the following concepts
- i. Innovation
  - ii. Invention
  - iii. Appropriate technology
  - iv. Technology diffusion and adoption (10 marks)
- (b) Mr. Kibos had developed a dye of people with grey hair. Discuss the factors that will make people adopt dye (10 marks)
- (c) Small business owners should always engage in creative and innovative way of doing business if they expect to succeed. Explain this statement (10 marks)

## **QUESTION TWO**

- (a) Explain the precautions that the owners of business need to take to prevent the leakage of their secrets to competitors (10 marks)
- (b) Discuss the sources of innovative opportunity according to Peter Drucker (10 marks)

## **QUESTION THREE**

- (a) Discuss the key barriers to technology transfers and propose ways in which small enterprises can overcome those barriers (10 marks)
- (b) Discuss the constraints to technology growth in Kenya (10 marks)

## **QUESTION FOUR**

- (a) Examine how creativity and innovation enhance business growth and development (10 marks)
- (b) Discuss the benefits of technological innovations to businesses (10 marks)

## **QUESTION FIVE**

- (a) Discuss the techniques that are used to improve creativity (10 marks)
- (b) Explain the creativity thinking process that entrepreneurs must follow (10 marks)