

The Co-operative University of Kenya

END OF SEMESTER EXAMINATION DECEMBER-2018

EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE

UNIT CODE: BCOM 2402

UNIT TITLE: TECHNOLOGY INNOVATION

DATE: DECEMBER, 2018

TIME:

INSTRUCTIONS:

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

QUESTION ONE

- (a) Explain **THREE** reasons why market research is important to a firm (6 marks)
- (b) Outline the process involved in innovation management (10 marks)
- (c) Explain **SIX** points on the danger of penalizing innovation failure in a firm (6 marks)
- (d) Explain any **THREE** approaches to descriptive view of innovation (6 marks)
- (e) Define the terms “Innovation and technology” (2 marks)

QUESTION TWO

- (a) Outline **THREE** items considered in tactical intelligence as you citing relevant examples (6 marks)
- (b) Highlight any **THREE** activity components of a competitor array (6 marks)
- (c) Explain **THREE** benefits & research and development unit to a firm (6 marks)
- (d) Explain an ethical issue in Technology & Innovation (2 marks)

QUESTION THREE

- (a) Discuss **FIVE** stage of research and development (10 marks)
- (b) Discuss **FIVE** benefits of studying innovation and technology (10 marks)

QUESTION FOUR

- (a) When discussing the topic “Descriptive approaches” what are the main **FIVE** key points to be considered (10 marks)
- (b) Briefly analytic theories, highlighting **FIVE** key points (10 marks)

QUESTION FIVE

- (a) Explain how combination of idea is necessary in innovation and technology (10 marks)
- (b) Explain the danger of penalizing innovation failure in a firm (10 marks)