



THE CO-OPERATIVE UNIVERSITY OF KENYA

SPECIAL / SUPPLEMENTARY EXAMINATION OCTOBER -2022

EXAMINATION FOR THE DEGREE BACHELOR OF BUSINESS AND INFORMATION
TECHNOLOGY

UNIT CODE: BCIT 4254

UNIT TITLE: ICT COMMERCIALIZATION

DATE: WEDNESDAY 27TH OCTOBER, 2022

TIME: 9:00 AM – 11:00 AM

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INSTRUCTIONS:

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

QUESTION ONE

- a) Do you think it is possible to come up with an organization that deals only with innovations in Kenya, if yes what processes will this involve? If No, highlight the barriers. (6Marks)
- b) Considering the just concluded August 2022 general election, identify the role of ICT commercialization in the process. (5Marks)
- c) You have been invited by donors to make a presentation on an innovation in the ICT sector, discuss how to conduct the presentation. (5Marks)
- d) Distinguish between patents and trade secrets as a means for protecting ICT innovations. (4Marks)
- e) Develop a simple template that can be used for managing a project from its inception to actualizations. (10Marks)

QUESTION TWO (20Marks)

- a) Describe the drivers for effective commercialization strategy. (5Marks)
- b) Most of the ICT products and services fall under the E-Business category, evaluate THREE advantages E-Business innovations, and TWO disadvantages of the same. (5Marks)
- c) Describe how a small company can get broadband access to Internet in Kenya. (4Marks)
- d) Identify some of the reasons why enterprises need to remain innovative throughout their operations. (6Marks)

QUESTION THREE (20Marks)

- a) Illustrate the impact of ICT commercialization as a social development enabler. (4Marks)

- b) As an expert assume that you have been contracted by the county government to advise on the methods of ICT commercialization necessary for growth and sustainability of SMEs. Discuss FIVE of these methods. **(6Marks)**
- c) Discuss the role of Co-operative University in technology and innovation. **(5Marks)**
- d) Explain FIVE factors that you consider important in determining the rate at which technology/innovation can improve in Kenya. **(5Marks)**

QUESTION FOUR (20Marks)

- a) Discuss FIVE notable implications of ICT innovations. **(5Marks)**
- b) You have managed to come up with an ICT product that you feel will revolutionize the ICT industry, but you lack the capital to get in to the market. Therefore, you decide to seek for funding, discuss FIVE critical pillars that you must include in your proposal seeking for funds. **(5Marks)**
- c) Provide TWO examples of platforms that act as incubators and give opportunity to innovators. **(4Marks)**
- d) The need for change and innovation in organizations is driven by both internal and external forces. Discuss this in relation to an ICT start-up company. **(6Marks)**

QUESTION FIVE (20Marks)

- a) Explain the security implications that a start-up experiences in Kenya when trying to trade online. **(4Marks)**
- b) Discuss the processes involved in ICT commercialization. **(6Marks)**
- c) Identify some of the ways in which the Kenyan Government can assist in ICT commercialization. **(4Marks)**
- d) Think of THREE innovations that have revolutionized the ICT sector in Kenya and discuss their operations and impact in the Kenyan market. **(6Marks)**