



The Co-operative University of Kenya

END OF SEMESTER EXAMINATION DECEMBER -2018

**EXAMINATION FOR THE DEGREE OF BACHELOR OF CO-OPERATIVE
BUSINESS / BACHELOR OF COMMERCE**

(YR I SEM II)

UNIT CODE:

UNIT TITLE: TECHNOLOGY AND INNOVATION

DATE: 17TH DECEMBER, 2018

TIME: 9:00 AM – 11:00 AM

INSTRUCTIONS:

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

QUESTION ONE

- (a) What impact do innovations have on an organisation? (3 Marks)
- (b) What personal qualities do you consider essential for successful innovators. (3 Marks)
- (c) Explain why, today, many innovations are the result of organizational rather than individual activity. (3 Marks)
- (d) Why are trademarks an increasingly important part of intellectual property? (3 Marks)
- (e) What is meant by “novelty” where patents are concerned and why is it important? (3 Marks)
- (f) Why do inventors need to take particular care before publishing their inventions? (3 Marks)
- (g) What is meant by the term “passing off”? (3 Marks)
- (h) How do businesses acquire technology? (3 Marks)
- (i) What is licensing likely to be an attractive technology strategy? (3 Marks)

QUESTION TWO

- (a) Differentiate between component knowledge and system knowledge. (4 Marks)
- (b) Why are only a small proportion of innovations usually radical innovations? (6 Marks)
- (c) According to the theory of punctuated equilibrium, why is the rate of innovation not constant? (10 Marks)

QUESTION THREE

- (a) Distinguish between science and technology. (4 Marks)
- (b) What is the Kondratiev long-wave cycle? (6 Marks)
- (c) What is meant by the term “diffusion” and why is it an important aspect of innovation? (10 Marks)

QUESTION FOUR

- (a) Explain what is meant by a technological discontinuity and show how such discontinuities are linked to theories of innovation. (6 Marks)
- (b) Use the theory of the Technology S-curve to distinguish between radical and incremental types of innovation. (4 Marks)
- (c) Explain the process of innovation. (10 Marks)

QUESTION FIVE

- (a) Discuss the **FOUR** theories of innovation. (10 Marks)

(b) Identify the different types of technical entrepreneur, showing how they differ. (10 marks)