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**University Examinations 2016/2017**

FIRST YEAR SECOND SEMESTER EXAMINATION

FOR THE DEGREE OF

MASTER OF BUSINESS ADMINISTRATION

**BFA 5180: INNOVATION AND CHANGE MANAGEMENT**

**DATE: DECEMBER 2016 TIME: 3 HOURS**

**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***three***questions.

**QUESTION ONE (24 MARKS)**

1. Describe five (5) main innovation adoption processes by consumers. (5 marks)
2. Peter Druder (1985) identified ‘New knowledge’ as one of the sources of innovation. Using Kenyan examples, explain existence of this source. (4 marks)
3. Organizations encounter challenges while managing innovation. As a manager, suggest some practical interventions to overcome such challenges. (6 marks)
4. Research has shown that certain organization cultures are known to be enablers of innovation success in organizations. Identify and explain organization culture that boosts inculcation of innovations in organizations (9 marks)

**QUESTION TWO (12 MARKS)**

1. “Here at G.E we reward failure”, Jack Welch (2002). Discuss this notion in the context of innovation trials. (6 marks)
2. Certain internal and external environments affect development and diffusion of innovations. Discuss these environmental variables in the context of Kenya. (6 marks)

**QUESTION THREE (12 MARKS)**

Elucidate conceptual framework of change management patterns. Illustrate your answer with real life examples. (12 marks)

**QUESTION FOUR (12 MARKS)**

Significant number of change programs have filed due to various reasons. Outline some of these reasons and suggest feasible interventions for the same. (12 marks)

**QUESTION FIVE (12 MARKS)**

Changes in organizations have been resisted from time immemorial. However, managers have not stopped introducing change because of such resistance in their organizations. As a manager discuss some of the innovative ways implementing change program in institutions of higher learning. Give relevant practical examples. (12 marks)