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**University Examinations 2014/2015**

THIRD YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS INFORMATION TECHNOLOGY

**CIB 3380: INTRODUCTION TO TECHNOLOGY AND INNOVATION**

**DATE: APRIL 2015 TIME: 2 HOURS**

**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***two*** *questions*

**QUESTION ONE (30 MARKS)**

1. Give definitions and example of the following terms:
2. Invention (2 Marks)
3. Innovation (2 Marks)
4. Technology Transfer (2 Marks)
5. Illustrate and explain the Diffusion of Innovations as documented by Everett Rogers

(8 Marks)

1. Explain five innovation adoptions stages with good examples (10 Marks)
2. Discuss any three of the five factors that influence an individual’s decision to adopt or reject an innovation (6 Marks)

**QUESTION TWO (20 MARKS)**

1. Briefly explain four reasons to innovate (4 Marks)
2. Describe six barriers to Innovation in most organizations (6 Marks)
3. Companies with strong investments in innovation tend to achieve better cash flows and earnings performances. Outline six ways innovation can add value to companies (6 Marks)
4. Universities can often help small and big companies with Research and Development. Identify four ways a small company can leverage off of a university (4 Marks)

**QUESTION THREE (20 MARKS)**

1. Innovation today is a driver in realizing organizations competitiveness. Taking a case study of M-Pesa in Kenya, discuss the main reasons for its popularity (10 Marks)
2. Another form of technology transfer is through technology/engineering collaboration to increase their expertise by sharing knowledge, skill and personnel. Explain six goals of technology collaboration (6 Marks)
3. Explain four dimensions of innovation (4 Marks)

**QUESTION FOUR (20 MARKS)**

1. Describe six reasons that hinder technology transfer (6 Marks)
2. Large companies solicit proposals on new and innovative ideas. There should be well defined criteria for the assessment of new proposals. Discuss (4 Marks)
3. There are many models for determining the value of inventions. Royalty is income for the licensor at the expense of the licensee. Identify four variables judged to impact the royalty

(4 Marks)

1. Academics and specialists define many different types of innovation. Define the three types of innovation according to Marquis (6 Marks)

**QUESTION FIVE (20 MARKS)**

1. Benchmarking results help understand the amount of changes required to set strategic targets and guide planning efforts. Outline four types of benchmarking (4 Marks)
2. Assessing future technological innovations is usually done in a technology review or audit. The technology review is done in three parts, discuss (6 Marks)
3. Describe four main attributes of a creative individual (4 Marks)
4. Discuss three main ways of improving the success as an inventor (6 Marks)