

**W1-2-60-1-6**

## JOMO KENYATTA UNIVERSITY

**OF**

**AGRICULTURE AND TECHNOLOGY**

# University Examinations 2014/2015

**SECOND YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY**

**BIT 2224 : INNOVATION AND TECHNOLOGY TRANSFER**

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

**INSTRUCTIONS: ANSWER QUESTION ONE (COMPULSORY) AND**

**ANY OTHER TWO QUESTIONS.**

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**QUESTION ONE (30 MARKS)**

(a) Describe three main types of technology and show how they are related to one another. [10 marks]

(b) Highlight the importance of communication channel in the adoption decision for a new technology. [10 marks]

(c) Innovation leads to development of new products/services. Explain steps taken in new product development. [10 marks]

**QUESTION TWO (20 MARKS)**

(a) Discuss the persuasion stage of Roger’s innovation diffusion model and show how it influences decision to adopt or reject an innovation.

[10 marks]

(b) Examine and give examples of the five categories of innovation adopters. [10 marks]

**QUESTION THREE (20 MARKS)**

(a) Compare and contrast relationship between invention and innovation. [10 marks]

(b) Discuss various categories of innovations that occur in an organization. [10 marks]

**QUESTION FOUR (20 MARKS)**

Discuss fundamental ways of initiating technological innovations in an organization. [20 marks]