

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

**JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2018/2019**

**YEAR IV SEMESTER I EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE**

**HSC 2408: TECHNOLOGY AND INNOVATION**

**DATE: AUGUST 2019 TIME: 2 HOURS**

**INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS.**

QUESTION ONE (30 MARKS)

Continual shifts in the market place occur due to developments such as technology advancements such as technology advancement, consumer attitude and industrial growth. In order to deal with the shifts, innovations have to be employed strategically.

a. Using relevant examples, discuss five important elements that such innovation should attain in their objectives. (15 marks)

b. Distinguish the following as used in the business world.

i. Innovation and invention.

ii. Creativity and innovation.

iii. Innovators and entrepreneurs.

iv. Harness and diffuse. (8 marks)

c. Describe any three challenges faced by organizations in innovations. (7 marks)

QUESTION TWO (20 MARKS)

a. Discuss the ‘start up culture and its importance in establishing organizations.

(10 marks)

b. The government of Kenya recently launched a new online service provision program, enumerate five areas of application that are likely with the service. (10 marks)

QUESTION THREE (20 MARKS)

Discuss the salient features in the following innovations.

i. Radical innovation

ii. Disruptive innovation

iii. Blue ocean innovation

vi. Architectural innovation. (10 marks)

b. Invention is the mother of necessity. Explain. (5 marks)

c. State any five sources of innovations. (5 marks)

QUESTION FOUR (20 MARKS)

a. Discuss briefly the stages of innovation management process used in organizations.

(8 marks)

b. Explain the term infringement as used in intelligent property. (5 marks)

c. Discuss the rational of a TRADEMARK with the use of examples. (7 marks)