



UNIVERSITY COLLEGE TATI (UC TATI)

FINAL EXAMINATION QUESTION BOOKLET

COURSE CODE	:	BTE 2623
COURSE	:	MANAGING TECHNOLOGY AND INNOVATION
SEMESTER/SESSION	:	1-2022/2023
DURATION	:	3 HOURS

Instruction:

1. This booklet contains 5 questions. Answer **ALL** questions.
2. All answers should be written in the answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hand and ask the invigilator.

**DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO
THIS BOOKLET CONTAINS 3 PRINTED PAGES INCLUDING COVER PAGE**

QUESTION 1

- a) Define innovation. (2 Marks)
- b) Explain a difference between innovation and invention with examples. (4 Marks)
- c) Describe **TWO (2)** trending technologies after COVID-19. (4 Marks)

QUESTION 2

- a) Demonstrate innovations mapped onto the 4Ps model based on: (16 Marks)

Innovation type	Incremental	Radical
Product		
Process		
Position		
Paradigm		

- b) Describe **TWO (2)** sources of discontinuity of an idea. (4 Marks)

QUESTION 3

- a) Innovation ideas can vary in many ways. Outline **FIVE (5)** sources of innovation ideas. (10 Marks)
- b) Networks provide the possibility to access different knowledge, reduce risk, access new markets and technology, and many more. However, there are still challenges to forming a new network. Demonstrate **FIVE (5)** barriers to new network formation. (10 Marks)
- c) Covid-19 has taught us the need for technology readiness. Analyze **FIVE (5)** technology trends which have accelerated in 2022. (10 Marks)

QUESTION 4

- a) Illustrate **FIVE (5)** environmental factors that can influence innovation in an organization. (10 Marks)
- b) Describe **FIVE (5)** components that influence the innovative organization. (10 Marks)

- c) A social entrepreneur is a person who explores business opportunities that have a positive impact on their community, society, or the world. However, social entrepreneur still face unique challenges. Explain **FIVE (5)** challenges of social entrepreneurship. (10 Marks)

QUESTION 5

Knowledge management is the collection of methods relating to creating, sharing, using, and managing the knowledge and information of an organization. Poor management, inaccurate, and inconsistent information affects the quality of decisions made in the organization

- a) Demonstrate **FIVE (5)** strategies for implementation of knowledge management. (10 Marks)

-----End of question-----

