

**UNIVERSITY COLLEGE TATI (UC TATI)**

FINAL EXAMINATION QUESTION BOOKLET	
COURSE CODE	: DTG 2063
COURSE	: INNOVATION AND COMMERCIALIZATION
SEMESTER/SESSION	: 1-2022/2023
DURATION	: 3 HOURS

Instructions:

1. This booklet contains 5 questions. Answer ALL questions.
2. All answers should be written in answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hands 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) Distinguish **TWO (2)** differences between invention and innovation. (4 marks)
- c) Identify **FIVE (5)** importance of innovation. (5 marks)
- d) Differentiate between sustaining innovation and disruptive innovation. (4 marks)
- e) Give **ONE (1)** example of disruptor and **ONE (1)** of disrruptee. (2 marks)

QUESTION 2

- a) List **FIVE (5)** main factors that affect the adoption of innovation. (5 marks)
- b) Explain **FOUR (4)** types of collaborative arrangements. (8 marks)
- c) Outline **FOUR (4)** reasons for going solo in development or collaboration. (4 marks)

QUESTION 3

- a) Recognise **EIGHT (8)** sources of fundings. (8 marks)
- b) Identify **TWO (2)** advantages and **TWO (2)** disadvantages of bootstrapping. (4 marks)
- c) Explain the importance of finance for innovation. (4 marks)
- d) Discuss the Stage-Gate process. (12 marks)
- e) State **FIVE (5)** success factors of new product or services development. (5 marks)

QUESTION 4

- a) Define Intellectual Property (IP). (2 marks)
- b) Distinguish between patent, copyright and trademark together with **TWO (2)** examples of each category. (12 marks)
- c) Give **THREE (3)** types of non-patentable inventions. (3 marks)

QUESTION 5

- a) Identify **TWO (2)** best strategies of best deployment in the innovation process. (2 marks)
- b) List **FIVE (5)** key elements of an effective deployment strategy. (5 marks)
- c) Explain **THREE (3)** strategies for accelerating distribution. (6 marks)
- d) Outline **THREE (3)** tactics of temporary selling that can be used in marketing. (3 marks)

----- **END OF QUESTIONS** -----

