



MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

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University Examinations 2023/2024

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF COMMERCE

BFB 3459: TECHNOLOGY AND INNOVATION

DATE: APRIL 2024

TIME: 2 HOURS

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

QUESTION ONE (30 MARKS)

- a) Discuss some of the trends in technological environment indicating their impact to the development of Kenya. (8 marks)
- b) It is expected that products once developed would be adopted for usage in the market. Based on the foregoing, discuss five categories of adopter classes (8 marks)
- c) Elucidate some of the factors involved in technology strategy (6 marks)
- d) Discuss the six categories in which outstanding high technology firms tend to score high in (8 marks)

QUESTION TWO (20 MARKS)

- a) Discuss the importance of managing technology in a county (10 marks)
- b) Elucidate the factors involved in the technology transfer (10 marks)

QUESTION THREE (20 MARKS)

- a) As a manager in a reputable manufacturing concern, discuss how you would strive to attain a distinctive competitive advantage in your firm. (10 marks)
- b) Employees understanding of a business process is critical to an organization. Discuss (10 marks)

QUESTION FOUR (20 MARKS)

- a) Explain the development phase in the new product development process (10 marks)
- b) Prudent managers would always strive to ensure that their employees get involved in the innovation of products or services. Based on this statement elucidate the goals of innovation (10 marks)

QUESTION FIVE (20 MARKS)

- a) Explain the cow path theory indicating its negative implications to the growth of an organization (10 marks)
- b) Elucidate a good business process indicating why bad business processes exist. (10 marks)