



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATION

2023/2024 ACADEMIC YEAR

FOURTH YEAR FIRST SEMESTER

SCHOOL OF BUSINESS AND ECONOMICS

BACHELORS OF PROJECT MANAGEMENT

COURSE CODE: BPM 4109-1

COURSE TITLE: TECHNOLOGY AND INNOVATION

DATE: 15/12/2023

TIME: 0830-1030 HRS

INSTRUCTIONS TO CANDIDATES

Answers Question one and any other Two

QUESTION ONE

a) Differentiate between the following set of terms;

(4 Marks)

i) Technology and Innovation

ii) Radical innovations versus incremental innovation.

b) The process of innovation begins with picking up various kinds of trigger signals.

These might be about technology, markets, competitor behaviour, shifts in the political or regulatory environment, new social trends, etc. – and they could come from inside or far outside the organization. In enabling an effective search, discuss the following:

i) Monitoring technological trends

(2 Marks)

ii) Market forecasting

(2 Marks)

iii) Learning from others

(2 Marks)

iv) Involving stakeholders

(2 Marks)

c) Explain THREE roles played by universities in technology transfers **(3 Marks)**

d) Compare and contrast process innovation and product innovation. Provide examples of each. **(5 Marks)**

QUESTION TWO

a) In defining their innovation strategies, what four questions must firms be in a position to answer

about their competitors' innovative resources compared to their own? **(4 Marks)**

b) Briefly explain the eight phases of the innovation management process. Provide a real-world example for each phase. **(8 Marks)**

c) Discuss THREE forces that promote research and development in an organization. **(3 Marks)**

QUESTION THREE

a) Innovation is essentially about learning and change and is often disruptive, risky and costly. It is not

surprising that individuals and organizations develop many different cognitive, behavioural and structural ways of reinforcing the status quo. Innovation requires energy to overcome this inertia, and the determination to change the order of things.

Explain briefly any seven components of an innovative organization. **(7 Marks)**

b) 'Innovate or perish' has become the mantra of the 21st century organizations. Discuss why technological innovation is critical for survival in a globalized competition.

(8 Marks)

QUESTION FOUR

a) There are different sources of innovation available to organizations. Which ones would

you recommend for your organizations to pursue and why? **(4 Marks)**

b) Using a well labelled diagram, describe FIVE categories of innovation adopters.

(5 Marks)

c) Outline FOUR stakeholders of Innovation

(2 Marks)

d) What is the role of research and development (R&D) in the innovation process?

Provide examples of R&D activities that drive innovation.

(4 Marks)

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