



**MASINDE MULIRO UNIVERSITY OF SCIENCE
AND TECHNOLOGY**

(MMUST)

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR

THIRD YEAR SECOND SEMESTER EXAMINATIONS

FOR BACHELOR

OF

**SCIENCE IN INFORMATION SYSTEMS AND KNOWLEDGE
MANAGEMENT**

COURSE CODE: BIK 324

COURSE TITLE: MANAGEMENT AND INNOVATION

DATE: TUESDAY 2/08/2022 TIME: 11:00A.M-1:00P.M

INSTRUCTIONS TO CANDIDATES

Answer Questions **ONE** and **ANY OTHER TWO**

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 3 Printed Pages. Please Turn Over.

QUESTION ONE: {30 MARKS}-COMPULSORY

- a) Define the following as used in the context of innovation and management;
- i. Innovation Management. (3 Marks)
 - ii. Management Innovation. (3 Marks)
- b) Describe what is meant by “Creative Destruction?” (4 Marks)
- c) Clearly differentiate between the following types of innovation?
- i. Incremental Innovation. (2 Marks)
 - ii. Radical Innovation. (4 Marks)
 - iii. Disruptive Innovation. (4 Marks)
- d) Differentiate between “*brainstorming*” and “*focus group*” approaches to generating new ideas, hence state which of the two approaches would you prefer, and why? If MMUST gave you an opportunity to give a solution that will promote its publicity nationally and internationally? (10 Marks)

QUESTION TWO: {20 MARKS}

- a) Innovation should be seen as a “process” and not the end result. Elaborate on this fact? (4 Marks)
- b) Innovation can be classified into four main categories. Briefly discuss each of these categories that are listed below?
- i. Product innovation (4 Marks)
 - ii. Process innovation (4 Marks)
 - iii. Marketing innovation (4 Marks)
 - iv. Organisational innovation (4 Marks)

QUESTION THREE: {20 MARKS}

- a) Technological innovation can be a catalyst to economic growth to any country that gives it priority. Discuss? (8 Marks)
- b) Generation of innovative idea can take the form of the two categories listed below. Discuss each case given accounts of what takes place in each case?
- i. Technology (Research) Push (6 Marks)
 - ii. Market (Demand) Pull (6 Marks)

QUESTION FOUR: {20 MARKS}

- a) Adopters of a new innovation have been classified by Rogers into five categories. Identify and briefly describe these five categories? (10 Marks)
- b) According to Everett Rogers, the proponent of “Diffusion of Innovation theory”, there are *five* characteristics of an innovation that influences uptake. State and briefly explain how these characteristics influence uptake. (10 Marks)

QUESTION FIVE: {20 MARKS}

- a) Differentiate between Innovation and Invention (5 Marks)
- b) The characteristics of innovation can be classified in three axes. State and briefly describe any five characteristics under each of the axes listed below
- i. Product Axis (5 Marks)
 - ii. Process Axis (5 Marks)
 - iii. Management (Organization) Axis (5 Marks)