



(University of Choice)

**MASINDE MULIRO UNIVERSITY OF  
SCIENCE AND TECHNOLOGY  
(MMUST)**

**UNIVERSITY EXAMINATIONS**

**2021/2022 ACADEMIC YEAR**

**THIRD YEAR SECOND SEMESTER EXAMINATIONS**

**FOR THE DEGREE**

**OF**

**BACHELOR OF SCIENCE INFORMATION SYSTEMS AND  
KNOWLEDGE MANAGEMENT**

**COURSE CODE: BIK 324**

**COURSE TITLE: MANAGEMENT AND INNOVATION**

**DATE: Friday 22/04/2022**

**TIME: 8:00a.m-10:00a.m**

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**INSTRUCTIONS TO CANDIDATES**

Question ONE (1) in Section A is compulsory  
Answer any other 2 questions from Section B

**TIME: 2 Hours**



**MMUST observes ZERO tolerance to examination cheating**

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

**SECTION A: ANSWER ALL QUESTIONS {30 MARKS}**

**QUESTION 1:**

- a) Differentiate between the following terminologies;
- i. Invention. (2 Marks)
  - ii. Innovation. (2 Marks)
  - iii. Creation (2 Marks)
- b) Innovation can be recognised in processes and procedure. Discuss some of the ways it can be recognised? (8 Marks)
- c) Suggest four ways in which an organization might encourage its people to generate new ideas and innovate. Give examples of companies or organizations of your choice to illustrate your points. (4 Marks)
- d) Discuss the three major characteristics of innovation? (6 Marks)
- e) Differentiate between the following kinds of innovation listed below?
- i. Incremental Innovation. (3 Marks)
  - ii. Disruptive Innovation. (3 Marks)

**SECTION B: ANSWER ANY THREE QUESTIONS {20 MARKS, EACH}**

**QUESTION 2:**

- 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 3:**

- a) Innovation should be seen as a “process” and not the end result. Elaborate on this fact. 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 4:**

- c) Identify and discuss any five impacts brought by innovation to an organization? (10 Marks)
- d) Discuss any five types of innovation, citing relevant examples in each case. (10 Marks)

**QUESTION 5:**

- a) Give some of the benefits that are as a result of innovation to an organization? ( 5 Marks)
- b) Fredrick Winslow Taylor is referred to as “the father of scientific management” due to his contribution. He identified certain features that contribute to scientific management. Identify and describe briefly these features. (15 Marks)