



MURANG'A UNIVERSITY
(A CONSTITUENT COLLEGE OF JOMO KENYATTA UNIVERSITY OF SCIENCE AND TECHNOLOGY)
**END OF SEMESTER EXAMINATION FOR BACHELOR OF HUMAN
RESOURCE MANAGEMENT.**
UNIT CODE; TECHNOLOGY AND INNOVATION HEH 2309

ORDINARY EXAM

19TH AUGUST 2015

TIME: 2 HOURS

INSTRUCTIONS

ANSWERS QUESTION ONE AND ANY OTHER TWO QUESTIONS.

Question one.

- a) Define the following terms and give example of each
 - i. Technology
 - ii. Innovation
 - iii. Discovery (6marks)
- b) Explain six reasons why companies prefer Technology transfer (6marks)
- c) Explain technology and societal change (10 marks)
- d) Explain the major innovative principles. (8 marks)

Question Two

- a) Explain five categories of Technology adopters (10 marks)
- b) A marketing expert recently told the association of Eastland's, "Electrical innovation that it is important to understand the product life cycle when entering a given market segment with the aid of a suitable diagram justify this comment (10marks)

Question three

- a) Define the term Technology diffusion (2marks)
- b) Explain five Techniques for improving creativity (10 marks)
- c) Explain eight challenges to ICT growth. (8marks)

Question four

- a) Define the Term appropriate Technology (2marks)
- b) Explain the attributes of appropriate Technology in a developing country (10marks)
- c) Identify four institutions in Kenya that support Technological activities in Kenya (8marks)