



MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF HUMAN RESOURCE

UNIVERSITY ORDINARY EXAMINATION

2017/2018 ACADEMIC YEAR

**FOURTH YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF COMMERCE**

HSC 2408 – TECHNOLOGY AND INNOVATION

DURATION: 2 HOURS

DATE: 6TH DECEMBER, 2017

TIME: 2.00 – 4.00 P.M.

Instructions to Candidates:

1. Answer **Question 1** and **Any Other Two** questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

SECTION ONE - COMPULSORY

QUESTION ONE

- (a) Describe the origin of technology (5 marks)
- (b) Define the term technology in relation to innovation and creativity (5 marks)
- (c) Identify five goals of innovation (5 marks)
- (d) Outline five categories of technology adopters (5 marks)
- (e) Explain five major innovative principles (10 marks)

SECTION TWO – ANSWER ANY TWO

QUESTION TWO

- (a) Discuss briefly why companies prefer transferred technology (10 marks)
- (b) Outline the process of innovation (10 marks)

QUESTION THREE

- (a) Describe the characteristics of appropriate technology in any growing economy (10 marks)
- (b) Identify five institutions that support technological activities in Kenya (10 marks)

QUESTION FOUR

- (a) Explain ways of promoting technology diffusion (10 marks)
- (b) A marketing expert recently told the association of Westlands Electrical Innovation that it is important to understand the product life-cycle when entering in a new market segment.
With the aid of a suitable illustration, justify the above statement. (10 marks)