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KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
THIRD YEAR, SECOND SEMESTER EXAMINATION
FOR THE BACHELOR OF BUSINESS INFORMATION TECHNOLOGY
KBA 2402 – BUSINESS IT & INNOVATION MANAGEMENT

Date: 05TH December 2023

Time: 11:30AM – 1:30PM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

Machine learning addresses the question of how to build computers that improve automatically through experience. It is one of today's most rapidly growing technical fields, lying at the intersection of computer science and statistics, and at the core of artificial intelligence and data science. Recent progress in machine learning has been driven both by the development of new learning algorithms and theory and by the ongoing explosion in the availability of online data and low-cost computation. The adoption of data-intensive machine-learning methods can be found throughout science, technology and commerce, leading to more evidence-based decision-making across many walks of life, including health care, manufacturing, education, financial modeling, policing, and marketing.

- a) Examine the role that ICT has played in each of the following sectors in Kenya clearly explaining the challenges experience and how they can be resolves
 - i) Agriculture
 - ii) Transport
 - iii) Education
 - iv) Tourism
 - v) Banking (6 Marks)
- b) Total innovation management (TIM) is a new concept in innovation practice. explain how this concept is important in success of any business (6 Marks)
- c) What is the difference between Bitcoin and Block chain? (6 Marks)
- d) How would you advise other employees in the organization to avoid identity theft? (6 Marks)
- e) What are the Major Differences between Virtual Reality (VR) and Augmented Reality (AR)(6 Marks)

QUESTION TWO (20 MARKS)

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

QUESTION THREE (20 MARKS)

- a) Argue how do you encourage innovation in an organization. (6 Marks)
- b) Discuss how have technological innovations contributed to the shrinking world (8 Marks)
- c) Demonstrate how any local organization that has implemented destructive innovation operate on its goal to archive sustainability. (8 Marks)

QUESTION FOUR (20 MARKS)

- a) What is Cyber Security and Why is it Important? (4 Marks)
- b) Discuss the interplay between disruptive innovation and Architectural type of innovation (8 Marks)
- c) A marketing expert recently told the association of Eastland's, "Electrical innovation that it important to understand the product life cycle when entering a given market segment with the aid of a suitable diagram justifies this comment. (8 Marks)

QUESTION FIVE (20 MARKS)

- a) What is Cryptography (4 Marks)
- b) How can you strengthen user authentication in the company in relation to cybersecurity treats (8 Marks)
- c) How can IoT benefit the healthcare industry (8 Marks)