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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2019/2020 ACADEMIC YEAR
FOURTH YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR BUSINESS AND INFORMATION TECHNOLOGY
KBA: BUSINESS IT AND INNOVATIONS MANAGEMENT

INSTRUCTIONS TO CANDIDATES

Answer Question One (Compulsory) and Any Other Two Questions

QUESTION ONE (30 MARKS)

- a) Discuss any five principles of competitive strategy that can be founded by implementing technology (10 marks)
- b) Discuss five goals of innovation for business firms (10 marks)
- c) Using examples, distinguish between innovations and inventions (10 marks)

QUESTION TWO (20 MARKS)

- a) Discuss the technological innovations that likely to sustain business performance in light of the challenges posed by COVID-19 Pandemic (10 marks)
- b) Explain the barriers to innovation (10 marks)

QUESTION THREE (20 MARKS)

- a) Main problems and issues facing technology environment and policy in Kenya (10 marks)
- b) Explain four types of innovation which are formed as a combination of market and technologies (10 marks)

QUESTION FOUR (20 MARKS)

- a) There are many stages that companies should follow in product innovation process.
Discuss these stages (10 marks)
- b) Describe five characteristics of innovations (10 marks)

QUESTION FOUR (20 MARKS)

- a) Describe the challenged faced organizations while managing technological innovations (10 marks)
- b) Differentiate between closed and open innovations (2 marks)
- c) Explain the four sources of innovations (8 marks)