

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF MASTER OF

MEEM 817: TECHNOLOGY AND INNOVATION

STREAMS: MEEM

TIME: 3 HOURS

DAY/DATE: WEDNESDAY 07/04/2021

2.30 P.M. – 5.30 P.M.

INSTRUCTIONS: Question ONE is compulsory and any other three

QUESTION ONE

(a) Technological environment means the development in the field of technology which affects business by new inventions of productions and other improvements in techniques to perform the business work. Identify technological environment factors which affects business

[10 marks]

(b) Technology has had an immense impact on marketing and advertising methods. One hundred years ago, advertising was largely limited to newspapers and billboards. Today, advertising and marketing dominate the human environment. Commercial messages have moved beyond radio, television and magazines and can now be found on the internet, cell phones, bathroom stalls, and buses and even in the sky. Discuss some of the benefits of modern technology in marketing

[10 marks]

(c) The value chain includes a business primary activities. These activities should be run at optimum level if the organization is to gain any real competitive advantage. Discuss the application of technology in value chain processes

[10 marks]

QUESTION TWO

- (a) The practice of technology management and the development of technology strategy require an understanding of the different forms of innovation and the features of each form. Discuss
[10 marks]
- (b) Identify some of the ways by which the government may assist in technology development
[10 marks]

QUESTION THREE

- (a) As an expert assume that you have been contracted by a county government to advise on the methods of technology transfer necessary for growth and sustainability of SMEs. Discuss
[10 marks]
- (b) Technology in entrepreneurship is a vehicle that facilitates prosperity in individuals, firms regions and nations. In the light of the above statement discuss how technology as transformed Kenyan economy.
[10 marks]

QUESTION FOUR

- (a) Discuss the use of innovation as a tool for product advancement and development within organizations
[10 marks]
- (b) Michael Porter an economist identified competitive advantage techniques within enterprises and organizations. Discuss how technology competition has brought about competitive edge within enterprises.
[10 marks]

QUESTION FIVE

Kenya like any other developing countries continuously relies on the industrialized nations as sources of new technology this is as a results of policies designed to promote technology development that are constrained. Advice the government on how to curve the reliance
[20 marks]
