



UNIVERSITY COLLEGE TATI (UC TATI)

FINAL EXAMINATION QUESTION BOOKLET

COURSE CODE	:	BTE 2623
COURSE	:	MANAGING TECHNOLOGY AND INNOVATION
SEMESTER/SESSION	:	2-2021/2022
DURATION	:	3 HOURS

Instructions:

1. This booklet contains **5** questions. Answer **ALL** questions.
2. All answers should be written in answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hand and ask the invigilator

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO

THIS BOOKLET CONTAINS 3 PRINTED PAGES INCLUDING COVER PAGE

QUESTION 1

- a) Define innovation. (2 marks)
- b) In general, innovation can be in two forms. Explain with example. (8 marks)
- c) Demonstrate innovation activities involved in:
- i. A fast food restaurant
 - ii. Logistic
 - iii. Rental car service
 - iv. Automotive industry
 - v. Retail industry (20 marks)

QUESTION 2

- a) Explain **TWO (2)** factors contribute to the development of creative climate and **TWO (2)** factors might block it. (8 marks)
- b) Discuss **FIVE (5)** sources of an innovation can come from – with example for each one. (20 marks)

QUESTION 3

- a) COVID-19 has taught us the need for technology readiness. Analyze **FIVE (5)** technology trends has accelerated in 2021. (10 marks)
- b) The growth of smartphone application especially TikTok and Instagram make selling and buying through online grow rapidly. Demonstrate **TWO (2)** reasons why this phenomenon become a business trend nowadays. (4 marks)

QUESTION 4

- a) Demonstrate **TWO (2)** social entrepreneurs and technology entrepreneurs. Provide example to support your answer. (12 marks)

QUESTION 5

Think about an innovation success story you familiar with:

- a) From the story, demonstrate **TWO (2)** factors influence made them success. (5 marks)

- b) Demonstrate **TWO (2)** factors associated with negative consequences related to innovation idea. (5 marks)

- c) Illustrate **THREE (3)** to promote healthy innovation culture. (6 marks)

-----End of question-----

