



UNIVERSITY COLLEGE TATI (UC TATI)

FINAL EXAMINATION QUESTION BOOKLET

COURSE CODE	:	DTG 2063
COURSE	:	INNOVATION AND COMMERCIALIZATION
SEMESTER/SESSION	:	2-2023/2024
DURATION	:	3 HOURS

Instructions:

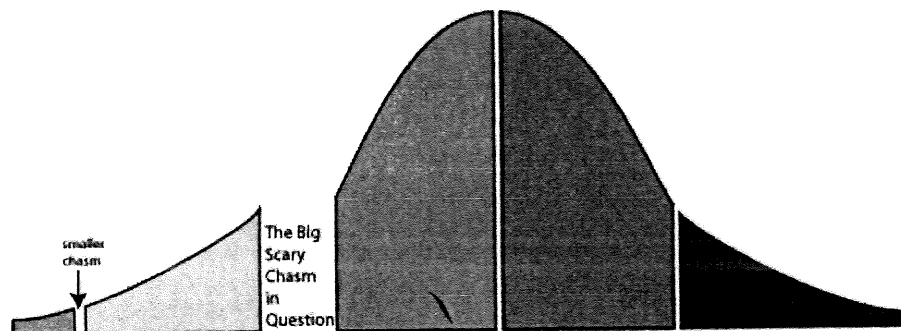
1. This booklet contains 5 questions. Answer ALL questions.
2. All answers should be written in the answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hand and ask the invigilator.

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 each term with an appropriate example: (15 marks)
- Technology Innovation
 - Technology Invention
 - Technology Transfer
 - Technology Diffusion
 - Research and Development
- b) List **FOUR (4)** factors that disrupt innovation. (4 marks)
- c) Give **THREE (3)** characteristics of entrepreneurs in the digital era. (3 marks)

QUESTION 2



- a) Describe the adopter's category and details for each. (10 marks)
- b) Identify **THREE (3)** benefits of understanding the adopter's category. (6 marks)
- c) List **TWO (2)** strategies when dealing with the adopter's category that reaches the aging/decline level. (2 marks)

INNOVATION AND COMMERCIALIZATION (DTG 2063)

QUESTION 3

There are many different methods of acquiring technology, and the best method for a particular company will depend on its specific needs and situations.

- a) Identify **FIVE (5)** different methods of technology acquisition and their challenges for each of them. (20 marks)

QUESTION 4

- a) Discuss **FOUR (4)** strategies to promote a healthy improvement culture in the organization. (8 marks)
- b) List **FOUR (4)** potential challenges to organizational improvement efforts. (4 marks)
- c) Describe **FOUR (4)** ways how knowledge is created and shared within organizations. (8 marks)

QUESTION 5

TikTok is a social media app for creating and sharing short videos, typically from 3 seconds to 10 minutes long. It is known for its creative and engaging content, which often features music, dance, comedy, and educational videos. TikTok is popular among users of all ages, but it is especially popular among young people.

- a) Discuss **FOUR (4)** potential use of Tiktok in doing business. (8 marks)
- b) Describe **THREE (3)** challenges using TikTok application while handling a business. (6 marks)
- c) Identify **THREE (3)** potentials of TikTok for business growth and success. (6 marks)

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

