



QUALIFICATION: Bachelor of Business Management Honours	
QUALIFICATION CODE: 08BBMH	LEVEL: 8
COURSE: Management of Technology	COURSE CODE: MTC821S
DATE: January 2020	SESSION: 2 nd Opportunity
DURATION: 3 Hours	MARKS: 100

2nd OPPORTUNITY EXAMINATION QUESTION PAPER

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**THIS PAPER CONSISTS OF 6 PAGES
(INCLUDING THIS FRONT PAGE)**

INSTRUCTIONS

1. Answer **all** questions.
2. Read all the questions carefully before answering.
3. Marks for each question are indicated at the end of each question.
4. Please ensure that your writing is legible, neat and presentable.

Section A: Multiple Choice Questions.

(1 mark x 20=20 Marks).

1. Innovation is
 - a. Turning ideas into money.
 - b. Practical application of new inventions into marketable products or services
 - c. a + b
 - d. Discovering a new place
 - e. None of the above
2. Innovation is important for firms to compete in many industries because it enables them to.....
 - a. Introduce new products/services into the market
 - b. Provide better utility to customers
 - c. Improve effectiveness and efficiency of processes
 - d. a + b + c
 - e. None of the above
3. What is the difference between innovation and invention?
 - a. Innovation is creation or formulation of a new idea, service or product.
 - b. Invention is the practical application of an invention into a marketable product or service
 - c. Invention is creation or formulation of a new idea, service or product.
 - d. a + b
 - e. All of the above
4. The advantages of technological innovation include.....
 - a. The most profit
 - b. Better utilization of the organization's resources
 - c. More projects
 - d. Increased GDP and standards of living worldwide
 - e. Stronger core competencies
5. Many innovation projects fail to generate economic returns because of
 - a. Technical and market uncertainties
 - b. Dysfunctional conflict between functional managers and project managers
 - c. Expensive
 - d. Infighting
 - e. Stress
6. Use of collaborative research agreement is increasing worldwide because of
 - a. Increased awareness

- b. Cheaper and faster means of communication
 - c. Availability and affordability of partnerships
 - d. Effective monitoring of partnerships and collaboration
 - e. All of the above
7. The path that a technology follows through time is called
- a. Development route
 - b. Technology trajectory
 - c. Technology path
 - d. Innovation route
 - e. All of the above
8. One of the following explains why an understanding of Technology cycles and “S” curves is important for effective Innovation Management?
- a. To manage effectively and efficiently
 - b. To plan for the future for a new wave of innovation.
 - c. To understand product life cycle
 - d. All of the above
 - e. None of the above
9. Product innovation is embodied in.....
- a. How the organization conducts business
 - b. The retailing channels of the products
 - c. Outputs, goods and services of the organization
 - d. Human resources of the organization
 - e. None of the above
10. Process innovation is.....
- a. Innovation in the way organization conducts business
 - b. Innovation in product
 - c. Project management
 - d. All of the above
 - e. None of the above
11. The following is a type of innovation....
- a. Continuous
 - b. Incremental
 - c. Novelty
 - d. Explosive
 - e. Popular

12. In S-curve of technology diffusion, adoption is initially low because of...

- a. High pricing
- b. Improper marketing
- c. Globalization
- d. Regulations
- e. Unfamiliarity with the technology

13. What percentage of individuals adopting an innovation are early majority

- a. 2.5%
- b. 15%
- c. 25%
- d. 34%
- e. 40%

14. Technological change is usually cyclical. Which of these describes the trend?

- a. Initial period of turbulence → calmness → diminishing returns → extinction
- b. Initial period of turbulence → discontinuity → diminishing returns → termination
- c. Turbulence → rapid improvement → diminishing returns → technological discontinuity
- d. Diminishing returns → technological discontinuity → rapid improvement → termination
- e. None of the above

15. Which of the following factors is likely to influence the length of the life of technology cycles in an industry

- a. Fixed cost of development or production
- b. Marketing
- c. History of the technology
- d. All of the above
- e. None of the above

16. Which one of the characteristics below is a dimension of an Innovation

- a. Architectural
- b. Passionate
- c. Foundational
- d. Service
- e. Integration

17. A technology value is driven by the following.....

- a. Standalone value and price
- b. Location and price
- c. Standalone value and network externality value
- d. Availability and affordability
- e. All of the above

18. Individual creativity is a function of

- a. Intellectual ability, knowledge, style of thinking, personality and motivation
- b. Knowledge, family background, style of thinking, wealth
- c. Motivation, science, education, intellectual ability
- d. a + c
- e. None of the above

19. The first entrants to sell in a new product or service category are...

- a. Early followers
- b. Early movers
- c. First followers
- d. First movers
- e. None of the above

20. In formulating the Technological Innovation strategy, one of these is a factor not to be considered.....

- a. Assessing the firm's position and defining the strategic direction
- b. Choosing innovation projects in which to invest
- c. Choosing collaboration modes
- d. Stakeholders' preference
- e. Intellectual Property

Total Section A – 20 marks

Section B: Essay type questions

[80 MARKS]

Question 1

Why do you think so many innovation projects fail to generate an economic return? Please illustrate with examples from Namibia environment.

(20 marks)

Question 2

What are some of the advantages and disadvantages of a) individuals as innovators, b) firms as innovators, c) universities as innovators, d) government institutions as innovators, e) nonprofit organizations as innovators?

(20 marks)

Question 3

What are some of the advantages of entering a market early? Are there any advantages to entering a market late?

(20 marks)

Question 4

What are the differences between patents, copyrights, and trademarks? Provide examples as to how these three Intellectual Properties are managed in the context of Namibia.

(20 marks)

(80 marks)

THE END